

# ICE CREAM FIELD



May 1950

In this issue

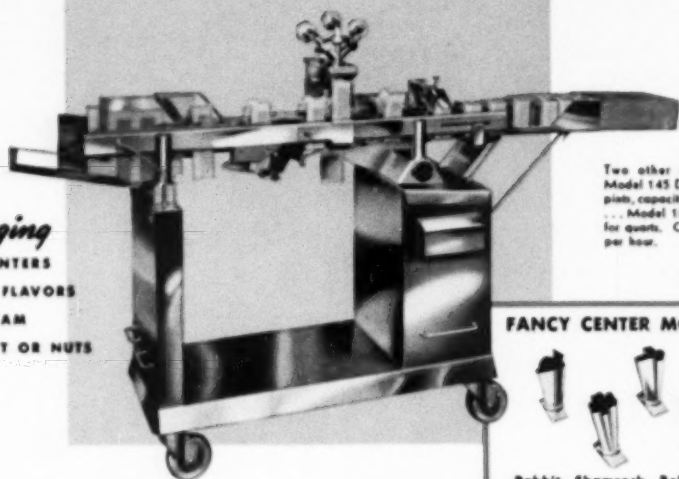
Topic of the Month: The Novelty  
Abbotts = Quality + Merchandising  
Modern Packaging For Ice Cream  
Creative Is The Word For Eric

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adm. Mgr.	Library

# PINT PACKAGING PACEMAKER!

## *Anderson Model 175 Single Line Filler*

**CAPACITY... 3600 No. 2 PINT LINERLESS CARTONS PER HOUR**



### *Faster Packaging*

PLAIN OR FANCY CENTERS  
ONE, TWO, OR THREE FLAVORS  
VARIEGATED ICE CREAM  
ICE CREAM WITH FRUIT OR NUTS

Two other models available!  
Model 145 Double Line Filler for  
pints, capacity 5400 pints per hour  
... Model 185 Single Line Filler  
for quarts, Capacity 3700 quarts  
per hour.

### FANCY CENTER MOLDS AVAILABLE



Rabbit, Shamrock, Bell, Heart, Cross, etc.

## 6 BIG REASONS WHY THE MODEL 175 IS SUPERIOR

**Weight and Volume Control** Users report large savings using the Model 175. Impartial tests show that from 1/4 to 1 ounce of ice cream per pint can be saved over hand filling.

**Cleaner Packages** Every step—from package forming to final folding—is automatic. That means cleaner, neater pint packages that have more eye-appeal, more sales appeal. It also means greater sanitation as no hands touch carton interiors.

**Fast Packaging** The Model 175 allows for unlimited speeds up to 60 pint packages per minute. It handles ice cream from one 60-gallon continuous freezer to three 150-gallon continuous freezers. The machine answers the need for speedy, economical short run filling.

**Labor Saving** The same crew can be on the job all year round. One user reports that after installation of the Model 175 help was cut down from nine people to three with the same output. Other savings include: laundry, water, social security, pensions, floorspace, etc.

**Better Housekeeping** The small floor space required and the ease in which the machine can be moved makes for simplified clean-up in the plant. All parts that contact ice cream are easily removed for washing and rinsing.

**Easy to Operate** The carton is the measuring cylinder; no time is lost in adjustment. The filler automatically synchronizes itself with speed of the freezer. Nozzles and piping are pre-cooled without loss of cartons by ice cream flowing from the freezer.



*Use this Handy Coupon for Quick Information*

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 5-2

Name \_\_\_\_\_

Address \_\_\_\_\_

VOL. LV, No. 3, MAY, 1950. ICE CREAM FIELD is published monthly at 3110 Elm Ave., Baltimore 11, Md., by the I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York Office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$3 foreign; single copies 25c in the U. S. and Canada, 35c foreign.

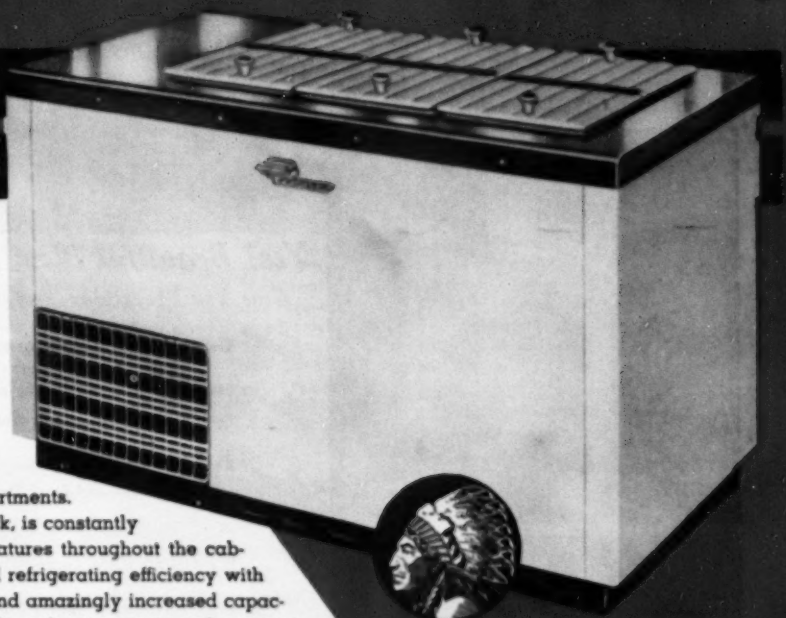


# SO EFFICIENT!

Always Maintain

Equal Temperatures

What is more important to your ice cream sales and profits than to have the body and the flavor of your product kept always uniform, always just right? The splendid new Savage Ice Cream Cabinets do exactly that, under all conditions. For Savage cabinets are equipped with refrigerated partitions between compartments. Your ice cream, in bulk or brick, is constantly maintained at uniform temperatures throughout the cabinets! Combining this practical refrigerating efficiency with thrilling, streamlined beauty and amazingly increased capacity, Savage truly brings you the cabinets you want for greater gallonage in '50. Write to us today for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.



13 different models to choose from—to fit all your customers' needs: 3 & 4 single; 4, 6, 8, 10, 12 double (chest type); 4, 6, 8, 10 double (remote type); 9 cu. ft. & 18.5 cu. ft. merchandising cabinets (open top type).

## These Great SAVAGE Features Were Designed For You!

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.
- Refrigerated partitions between compartments. Not necessary to buy additional accessories at added cost.
- Modernized exterior design; ends flush (no screws) for easy in-line installation; top and sides super-smooth for quick, effortless cleaning.
- Glistening white lids of durable plastic—eye-catching, appetite-appealing, easy to wipe clean.
- Extra-strong, all-steel cabinet construction for longer service life. No wood to warp or rot. Corners reinforced for added strength.
- Uniform temperatures throughout cabinet; maintains ice cream (bulk or brick) at equal temperatures.
- Hermetically sealed, pull-out compressor for economical maintenance.
- Highly efficient insulation of genuine Fiberglas\*. Hermetically sealed construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to assure permanent air- and moisture-tight seal.

again in '50

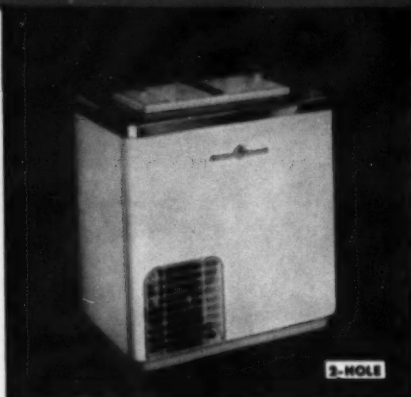
the SWING is to

# SAVAGE

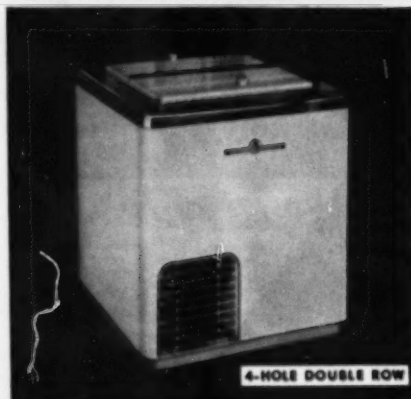
ICE CREAM CABINETS

# TIME TO GET

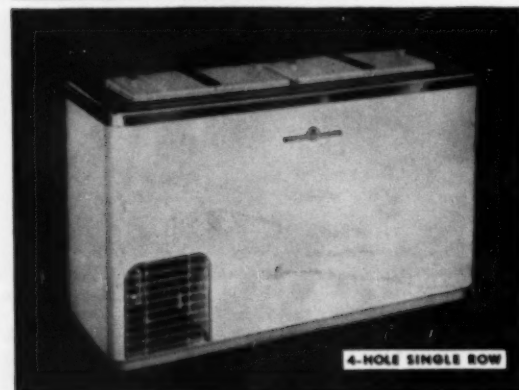
## Spark Summer Sales



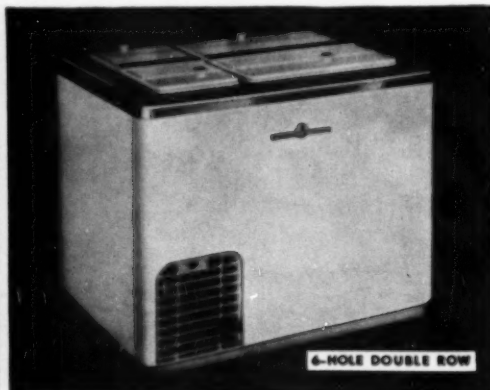
3-HOLE



4-HOLE DOUBLE ROW



4-HOLE SINGLE ROW



6-HOLE DOUBLE ROW

### Yes! Beautiful New KELVINATORS

Give You Everything You've Wanted—and More!

- ✓ Galvanized steel tanks and copper tubing.
- ✓ New top construction to allow more uniform installations—eliminate waste space.
- ✓ Even temperature distribution between deep and shallow sleeves—and from top to bottom of cabinet.
- ✓ Thermostat "well" on double-row cabinets located at front of machine compartment.
- ✓ Heat exchanger located in machine compartment of 6, 8 and 12-hole cabinets.
- ✓ Openings in base of cabinets eliminated to prevent dirt accumulating underneath cabinets.

#### DIMENSIONS—CAPACITIES—SHIPPING WEIGHTS

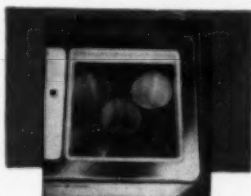
MODEL	DIMENSIONS			CAPACITY		APPROX. SHIP. WT.
	LENGTH	WIDTH	HEIGHT	BULK	PACKAGE	
2SR	31 1/8"	21"	34 1/4"	7 1/2 gal.	102 pts.	238 lbs.
4SR	55 7/16"	21"	34 1/4"	17 1/2 gal.	254 pts.	342 lbs.
4DR	30 1/2"	30 1/4"	34 1/4"	15 gal.	226 pts.	260 lbs.
6DR	42 13/16"	30 1/4"	34 1/4"	30 gal.	403 pts.	370 lbs.
8DR	53 15/16"	30 1/4"	34 1/4"	40 gal.	560 pts.	427 lbs.
12DR	88 3/16"	30 1/4"	34 1/4"	72 1/2 gal.	952 pts.	710 lbs.

# KELVINATOR

Now with 1950's Feature-Packed Cabinets!

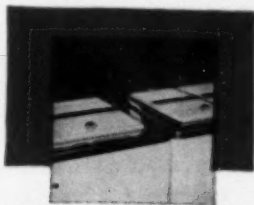
Reach for this summer's soaring volume of sales—and gather in great new profits with these beautiful new Kelvinators! For Kelvinator—the best known name on modern ice cream cabinets—now brings you design and engineering triumphs that reduce costs, protect your product, and speed its handling as never before! You get increased capacities . . . greater durability . . . lower operating costs . . . more dependability . . . greater convenience

in use. You get Kelvinator's 36-years of know-how . . . performance features that keep your product's quality tip-top to the point of sales . . . plus new "quick-service" and "space-thrifty" features you'll join your dealers in welcoming! For complete details, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog. Kelvinator, Division of Nash-Kelvinator Corp. Detroit 32, Michigan.



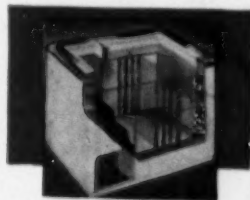
**NEW!**

Increased capacity in large compartments of double-row cabinets. Increases bulk-storage capacity of 6-hole cabinet over previous models by 20%—the 8-hole cabinet by 14%—with no increase in floor space required.



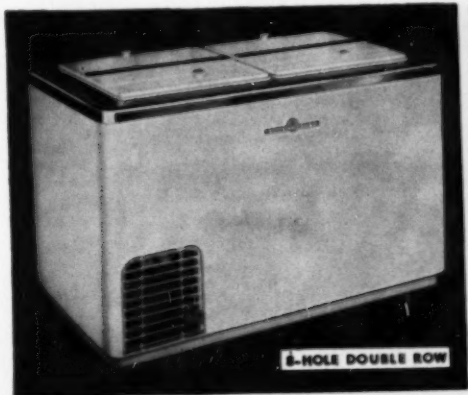
**NEW!**

The change in the top design of the new Kelvinator cabinets allows them to fit more snugly than previous models when butted against other cabinets or other types of fountain equipment. This means more uniform installations—less waste space—and more satisfactory work surfaces.

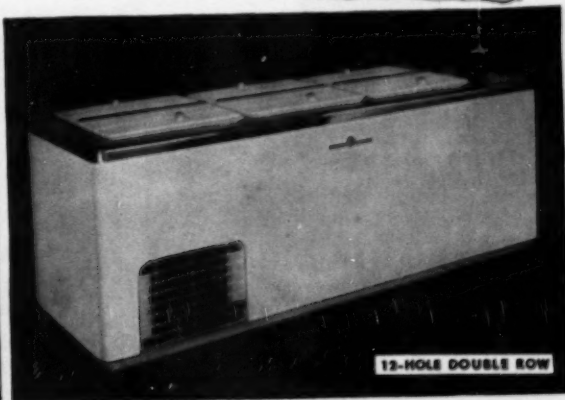


**NEW!**

"Flavor File" dividers are available for use in the large compartment of 6 and 8-hole double-row cabinets. Facilitates separating flavors, stops packaged items "spilling over." No screws, rivets or tools needed to install.



8-HOLE DOUBLE ROW



12-HOLE DOUBLE ROW



## where the busy bee is a "has been"

In the propagation of the orchid plant, from which the vanilla bean is taken, the birds and the bees are no longer trusted to perform their natural functions. Hand-pollination has replaced these wanderers among the flowers because it is more ordered—and its results, more certain.

This is but one of the unusual and important steps in the long-drawn-out process of growing better vanilla beans, as it is done at the Puerto Rico plantation of David Michael & Company. It typifies the great care needed and given every inch of the way to produce Michael's powdered vanilla flavorings.

Among these—Michael's Mixevan, which is made from the vanilla bean and vanillin derived from tropical spices, is the peerless result . . . the end product of finest ingredients, skillful processing and quality control.

*America's Favorite*

# Michael's Mixevan

The Powdered Vanilla with the Locked-In Flavor

*Other Vanilla Products by  
Michael for Special Uses*

**TRUE VANILLA SUGAR**  
for custom made ice cream  
**TWIXT** for popular-priced  
ice cream

**TITAN** for use in novelties

**DAVID MICHAEL & CO., Incorporated**  
Half a Century in the Flavoring Field  
**3743-63 D STREET • PHILADELPHIA 24, PA.**

why not have our representative run a test batch for you



a prescription from Dr. Success M. P.\*



DR. SUCCESS, M.P.



Equip with our  
**VITAFREZE** Model D  
before Summer . . . and  
relax . . .

Here's the Best Medi-  
cine You Can Order—  
If You Find It Painful  
to Produce Frozen  
Confections Profit-  
ably and Competi-  
tively.



### NEW VITAFREZE MODEL D

Dips and Bags contin-  
uously up to 1800  
dozen-per-hour

A completely automatic dipping  
and bagging machine . . . therma-  
controlled dipping unit . . . all  
chill tunnels stainless steel . . . de-  
tachabale conveyor. Here's a sturdy,  
dependable machine that's *trouble*  
*free* because of few moving parts.

### IT PAYS to do it the VITAFREZE WAY

. . . and at the same time you eliminate costly  
plant trouble . . . gain more and speedy pro-  
duction . . . the real answer to more profits  
for you. Write, wire or phone for complete  
information TODAY.

# VITAFREZE

*Equipment, Inc.*

6601 EASTERN AVENUE

SACRAMENTO, CALIFORNIA

Sales Representative — Joe Lowe Corp. New York City

#### OTHER VITAFREZE PROFIT PRODUCING EQUIPMENT

- Supercold Brine Tanks • Pneumatic Mold Pushers
- Automatic Mold Fillers • Carton Sealers, Printer and Counters
- Defrost Tanks • Conveyors • Work Tables • Automatic Equipment for any size plant.

## Consumers Accept Brand Names

Walt Disney Characters Sell ICN  
Confections—Build Nationwide  
Demand—Manufacturers'  
Profits Soar!

## KIDS FLOCK TO DONALD DUCK TWINS CLUBS

NATIONWIDE ACTIVITY

Prizes, Theatre  
Parties, Club Projects  
and Newspapers Bring  
Enthusiastic Response

## ICN MASS MERCHANDISING BOOSTS DEALER SALES

Revolutionary  
Promotion Increases  
Effectiveness  
Of Point-Of-Sale  
Material



## Ducky Dubble\* Dominates Sales Parade

Unique ICN Twin  
Proves Sales  
Leader

## MILLIONS OF DOLLARS PUBLICITY SUPPORT

WALT DISNEY MOTION PICTURES  
COMIC STRIPS  
RECORDS

RADIO  
TELEVISION



COPYRIGHT  
WALT DISNEY  
PRODUCTIONS



*It's Easy  
to Build Profits  
with I.C.N.*

\*T.M. Applied For

It's not too late! For the biggest summer  
sales you've ever had, take advantage of  
ICN's complete novelty program—equip-  
ment, products and promotion.

**WRITE! WIRE! PHONE! FOR FULL  
INFORMATION TODAY!**

**Ice Cream Novelties, Inc.**  
110 MURRAY STREET, NEW YORK, N.Y.



## The Ice Cream Cabinet That Set A New Standard For The Industry!

**Styled with striking beauty**, this revolutionary Frigidaire Ice Cream Cabinet introduced a completely new idea in ice cream cabinet design! It's a design that gives you far more than before—far more capacity for each dollar of cabinet cost and for each square foot of floor space! One look and it's easy to see why Frigidaire's new idea has caught on so well. Yes, and it's also easy to see why you just can't match a Frigidaire!

**For Frigidaire Cabinets** not only give you smart Raymond Loewy styling and Reserve Capacity Design—they give you a host of other well-known Frigidaire advantages! All-Steel Sealed-Tight Construction, the Efficiency-Plus Condenser, Even-Temperature Design, the one-and-only Frigidaire Meter-Miser—these are only a few of many reasons why the nation's ice cream manufacturers look to Frigidaire for best return on their equipment investment!

**New Low Prices** make Frigidaire Ice Cream Cabinets far and away today's outstanding value. For full information on the price—and all that it buys for you—call the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

**You can't match a**

**FRIGIDAIRE**

**Ice Cream Cabinet**

Equipment for Soda Fountains, Freezers, Hardening Rooms and Trucks  
Beverage Coolers • Milk Coolers • Water Coolers • Air Conditioners  
Ice Makers • Display Cases • Zero Self-Servers  
Cooling Units • Compressors

## Coming Events

**MAY 17-19** — Hotel Bedford Springs, Bedford Springs, Pennsylvania; Annual Meeting of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

**MAY 21-25** — Hotel Edgewater Beach, Chicago; Decennial conference of the Institute of Food Technologists.

**MAY 26-28** — Hotel Jefferson, St. Louis, Missouri; 1950 Midwest Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association.

**JUNE 4-7** — Hotel Muehlebach, Kansas City, Missouri; 37th Spring Meeting of the American Society of Refrigerating Engineers.

**JUNE 6-8** — Hotel Biltmore, Palm Beach, Florida; Annual Convention of the Florida Industry Association.

**JUNE 20-21** — Ithaca, New York; 45th Annual Meeting of American Dairy Science Association at Cornell University.

**JUNE 26-28** — Hotel Edgewater Beach, Chicago; Program planning meeting of the Directors of Affiliated Dairy Council Units, under the sponsorship of the National Dairy Council.

**AUGUST 7-8** — Hotel Greenbrier, White Sulphur Springs, West Virginia; Annual Convention of West Virginia Dairy Products Association.

**SEPTEMBER 13-15** — Hotel Fort Des Moines, Iowa; Annual Convention of the Association of Ice Cream Manufacturers and the Iowa Milk Dealers Association.

**OCTOBER 10-12** — Hotel Mayflower, Washington, D. C.; 17th Annual Convention of the National Association of Retail Ice Cream Manufacturers.

**OCTOBER 16-21** — Atlantic City, New Jersey; 17th Dairy Industries Exposition, staged by the Dairy Industries Supply Association.

**OCTOBER 18-20** — Atlantic City, New Jersey; 46th Annual Convention of the International Association of Ice Cream Manufacturers.

**NOVEMBER 8-9** — Hotel Continental, Kansas City, Missouri; Annual Convention of the Missouri Ice Cream and Milk Institute.

**NOVEMBER 15-17** — Lubbock, Texas; 2nd Annual Dairy Manufactures Short Course at Texas Technological College.

**NOVEMBER 17-19** — Long Beach, California; 1950 West Coast Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at Municipal Auditorium.

**JANUARY 24-26** — Hotel Carolina, Pinehurst, North Carolina; Annual Convention of the North Carolina Dairy Products Association.

**JANUARY 26-28** — Dallas, Texas; 1951 Southwestern Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at the State Fair Grounds.

**APRIL 6-8** — Hotel Statler, Buffalo, New York; 1951 Eastern Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association.

### HAV-A-NANA SPLIT

**A TASTY TREAT**  
CHOCOLATE FRUIT AND COATED MARSHMALLOW  
ON A BANANA COATED BAR

### A HIT!!

Successful ice cream manufacturers report that this new taste sensation has skyrocketed novelty sales. Its unusual flavor, its catchy name, and attractive advertising material have made a host of new friends.

*No Special Equipment Needed*

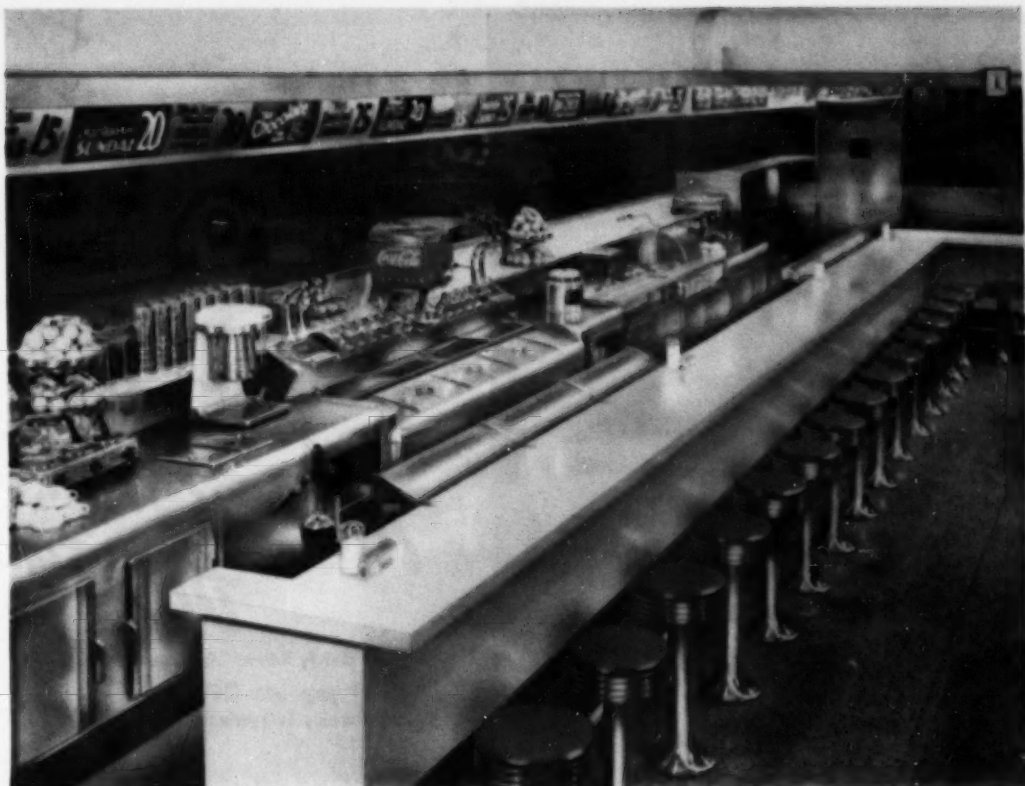
**INCREASE YOUR NOVELTY SALES TOO!**

WRITE FOR DETAILS

### ALPHA AROMATICS, INC.

606 Third Ave.      Brooklyn 32, N. Y.





TWIN-SERV Fountain at Hook Drugs, Elkhart, Indiana

## Why Ice Cream Sales Go up When a TWIN-SERV\* Goes in

This new, eye-catching Bastian-Blessing soda fountain highlights one of over 50 attractive stores operated by Hook Drugs in Indiana. Throughout the years, this well known chain has kept ice cream sales on a high level with Bastian-Blessing fountains. Now it is stepping out in front with the best and latest—the revolutionary new TWIN-SERV.

In customer appeal and sales power, the TWIN-SERV is in a class by itself. Duplicate facilities permit two operators to work simultaneously without interference. Ice cream cans are up front and tilted—quickly accessible, easy to replace. Matching rolled edges and sweeping work surfaces bespeak cleanliness and up-to-date facilities.

Experience has proved that when a TWIN-SERV goes in, ice cream sales go up. And it's no wonder! . . . for here is a soda fountain that not only makes a better merchant of your customer, but also permits him to serve your ice cream under the very best conditions. Recommend Bastian-Blessing TWIN-SERVS and watch your gallonage grow.

\*TRADE MARK & PAT. PEND.



**The BASTIAN-BLESSING Company**

4215 W. Peterson Ave., Chicago 30, Ill.

Qualified Sales and Service Outlets in All Principal Cities

### See the "Show-All" Demonstration Kit

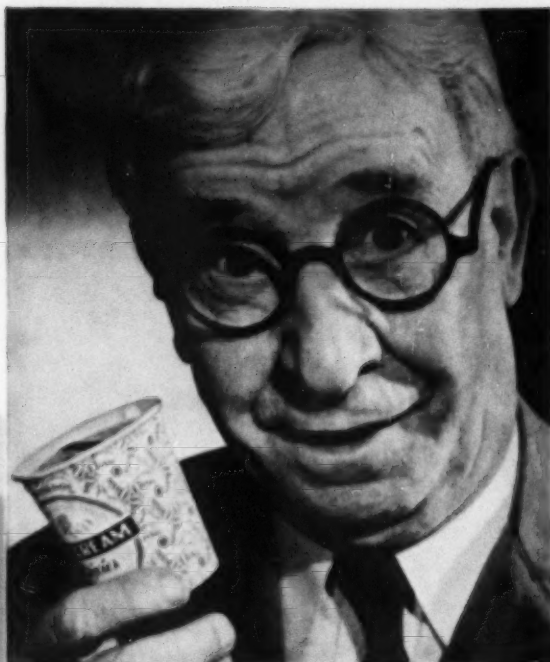


Shows you the nation's best fountains in full color so realistically, you'll think you're touring the country on a magic carpet.

Show your customer how to have the fountain he wants . . . in the style and size to fit his needs . . . by letting him build it first in miniature.

See this vivid demonstration today. No obligation.





## Your Brand Name really gets around

...with

# ICE CREAM DIXIES

- Most Widely Known "Ice Cream Package"
- Most Popular with Children and Parents Everywhere

Distribution is wider... brand recognition is greater... volume sales are increased for *your* best ice cream when you use famous Ice Cream Dixies.

There is no other "ice cream package" which enjoys such wide acceptance among retailers and consumers alike. They have learned, from years of experience, to depend on Dixies for quality ice cream.

Imprinted with your brand name, Ice Cream Dixies can carry that name to a wider group of customers—Ice Cream Dixies can help in building acceptance for your ice cream.



### THE DIXIE FRANCHISE OFFERS YOU THESE ADVANTAGES...AND MORE!

- Use of a nationally accepted symbol of dependability.
- Identification of your brand name in the home.
- The sampling of your quality product at a profit.
- Containers of highest quality and uniformity.
- Help in filling, distributing, selling YOUR Dixies.
- Support from years of consistent advertising.
- Effective dealer-advertising material FREE.

**Dixie**

DIXIE CUP COMPANY, EASTON, PA., CHICAGO, ILL., DARLINGTON, S. C., FT. SMITH, ARK., BRAMPTON, CANADA

is a registered trade mark  
of the Dixie Cup Company

*Excusez-moi  
ma combinaison dépasse* \*



**You Can't Hide Quality—U-cop-co's Pure Food Value Shows in Your Product...**

Yes, in a truer, most desirable "chewy" yet taste invigorating texture... in a creamier, more even melt down... in all the most desirable requisites that come from a stabilizer that adds real character, as well as Pure Food Value to your finished product of ice cream.

1. Ready solubility.
2. Imparts desirable chewiness.
3. Produces superior body and texture.
4. Low bacteria—no added preservatives.
5. Works to an equal advantage in aged or unaged mixes.
6. Absolute uniformity, barrel after barrel.

Made with care by Gelatine folk who possess the know-how.

U-cop-co Pure Food Gelatines are "tailor-made" to suit individual needs. Let us discuss in detail your particular stabilizer problems. There is a U-cop-co Pure Food Gelatine to solve them to a T. Why not call us today?

United Chemical & Organic Products—a division of Wilson & Co., Inc.  
4100 S. Ashland Ave., Chicago 9, Ill.



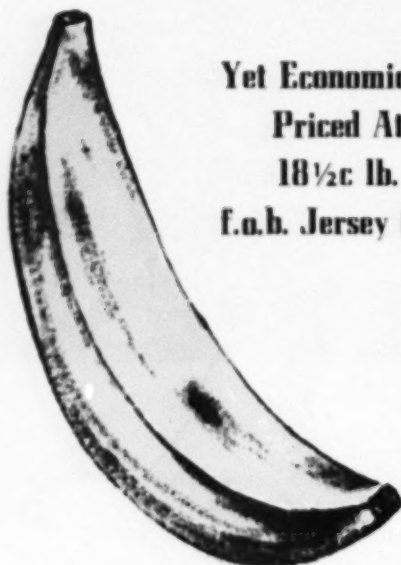
ROUGH TRANSLATION:  
EXCUSE IT, PLEASE...  
OUR QUALITY IS SHOWING



**U-cop-co**  
**Gelatine**

**ANOTHER WILSON QUALITY PRODUCT**

# The Special Fruit For That "Special" Flavor



Yet Economically  
Priced At  
18½c lb.  
E.o.b. Jersey City

THE ONLY  
**COLI-FREE**

**FROZEN  
BANANA**

packed where it grows!

Yes, here it is! The banana product for ice cream you've been waiting for.

Banana, frozen and packed by a superior process so as to insure a sterile product in every way—yet retaining the full natural flavor of the tree-ripened fruit.

Packed on the spot where they grow, these bananas are specially grown and selected for quality ice creams. Carefully picked at the peak of flavor ripeness, Chill-Ripe's new frozen banana is your guarantee of a product with full natural flavor that will maintain its natural color at low temperatures—and has the outstanding advantage of being coli-free.

Packed in 30 lb. tins

## CHILL-RIPE FRUIT, INC.

210 FIFTH AVE.

NEW YORK 10, N. Y.



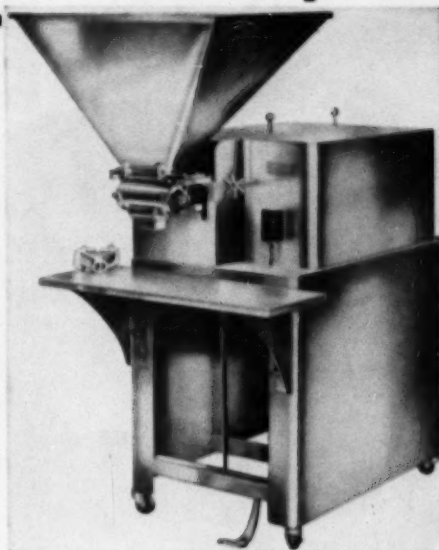
# *The Improved*

# **BAGBY D-3**

## **ICE CREAM FILLER**

*Speedy* • *Accurate*  
*Versatile* • *Economical*

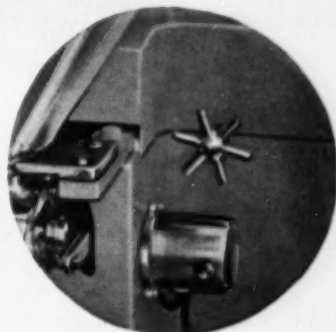
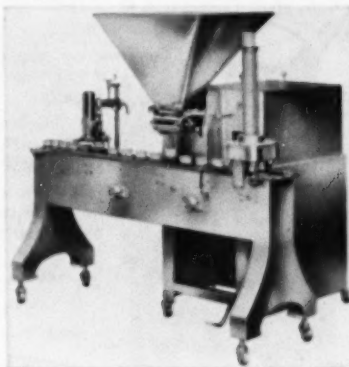
Always the leader among ice cream fillers, the Bagby D-3 now features improvements designed to cut your filling costs to an absolute minimum . . . improvements that broaden your profit margin through speedy, precision filling of large volumes. The improved Bagby D-3 Ice Cream Filler fills single flavor, two flavor or three flavor containers of any shape or size . . . from an ounce to a quart . . . at each filling stroke . . . quickly and accurately without overrun loss. Single flavor cups filled 2 or 3 at a time. Fancy moulded centers and streaked ice cream accomplished with special outlet attachments. Amount of fill regulated by hand wheel on **FRONT** of machine. Stainless steel, cork insulated hopper holds 18 gallons in three 6-gallon compartments. Easy to operate . . . easy to clean.



### **MODEL D - X CUP ATTACHMENT**

*Converts Model D - 3 Into Fully Automatic, High Speed Cup Filler*

Maintains all the utility of the Model D-3 and adds high speed automatic filling and capping. Fastens to front of D-3 and is driven by a take-off drive from filler. Cup dispensed from vertical stack onto intermittently moving stainless steel conveyor chain. Measured discharge fills cup when elevated at outlet. Cups are capped by Bagby Capper. All sizes of capping heads for various size cups fit interchangeable capper mounting. If supply of cups is exhausted, no filling takes place.



### **ONLY ONE ADJUSTMENT**

*... and it's on the front!*  
The setting for quantity is the only adjustment to be made on the Bagby D-3. It's regulated by one simple screw handle conveniently located on front of filler. No need to stop machine or empty hopper.

*Special Outlets Available for* **BAGBY D-3** *Write To Us About Special Filling Problems.*

**BAGBY & COMPANY**

**1827 BENSON AVENUE, EVANSTON, ILLINOIS**



Large stocks of the finest quality Cherry-Burrell supplies are within 10 miles of 90% of the population of the United States and Canada. This means that the supplies you need are never farther than your phone. Call your nearby Cherry-Burrell Branch or Associate Distributor for the finest in supplies—and service. You'll find the number conveniently listed in 56 classified directories, the country over.

*a few of hundreds of items*

- |                    |                 |
|--------------------|-----------------|
| Brushes            | Spoons          |
| Washing Compounds  | Fountain Mixers |
| Fruits and Flavors | Shippers        |
| Fancy Molds        | Cartons         |
| Scales             | Hardening Room  |
| Ice Cream Cans     | Cases and Trays |
| Scoops and Dishes  |                 |

**CHERRY-BURRELL CORPORATION**

General Sales and Executive Office:

427 W. Randolph Street, Chicago 6, Illinois

Milk and Food Plant Equipment and Supplies

FACTORIES, WAREHOUSES, BRANCHES, OFFICES OR DISTRIBUTORS

AT YOUR SERVICE IN 56 CITIES

*trendmaker in a great industry*

# ANOTHER CONCRETE EXAMPLE—OF HOW GRC PLANNING AND EQUIPMENT DO THE JOB



Retail Store of  
Penn Dairies at  
Reading, Pa.  
Designed and  
equipped  
by GRC



(SEE STORY AND PHOTOGRAPHS ON PAGE 26)

Repeated Successful Installations by GRC led this manufacturer, as they have many others, to come to us for expert advice on planning and equipment designed for profitable merchandising.

It is no mere coincidence that GRC installations mark the real successful Stores. The answer lies in our thoroughness, the time-saving, merchandising character of our equipment and the "know-how" that comes of years

of experience! From every angle we merit your complete confidence.

Regardless of the size of your operation, you naturally want and are entitled to the maximum of success. You will find us both ready and thoroughly capable of assisting you to reach this goal. Just drop us a note and we will be happy to work with you.

**GRAND  
RAPIDS  
CABINET  
COMPANY**

**GRAND RAPIDS,**

**M I C H I G A N**



## Progress Parade

### Arkansas

Glen Edwards has opened a new Dairy Queen Store in Batesville. The outlet opened on March 31.

### Illinois

A report from the National Dairy Council in Chicago indicates that people in the United States are eating more dairy foods today than they did ten years ago.

In 1949, per capita consumption was 438 pounds as compared with a prewar figure of 389 pounds. This represents an increase of thirteen per cent.

Ice cream consumption soared from nine pounds per person in the 1935-39 period to fifteen pounds in 1949. This was an increase of sixty-seven per cent. Ice cream led all dairy foods for a spot on the family table.

\* \* \* \* \*

Raylen's, new dairy and market in Elgin, opened for business April 22. Established under the co-ownership of Ray Meinke and Len Leetsoo, the new store is located at St. Charles and Russell Streets. Ice cream, in many varieties, will be featured.

\* \* \* \* \*

R. W. Armer, manager of the Chicago area outlets of Velvet-

Freeze, Inc., has announced that the company has opened a new store at 7642 W. North Avenue, in Elmwood Park. The firm now has eleven outlets in the Chicago area.

A product of the Daisy Ice Cream Company, Velvet-Freeze is produced in plants located in St. Louis, Kansas City, Peoria, and Milwaukee.

\* \* \* \* \*

Another landmark of progress in the seventeen-year history of Evanston's Big Dipper Ice Cream shop was observed last month with the completion of a thorough remodeling program. The recently renovated store is located at 1805 Sherman Avenue, Evanston.

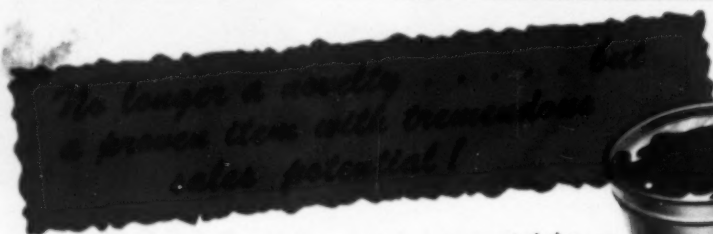
One of the first retail ice cream stores in the Chicago area, the original Big Dipper store was opened in Evanston in 1932. Establishment of the business at its present location occurred in 1945.

### Louisiana

W. U. Drewett, owner and operator of the Winnfield Ice Cream Company of Winnfield, has sold the business to W. E. Walker, who assumed ownership and management of the business April 1, 1950.

### New York

Articles of incorporation were filed with the office of the Secretary of State, Albany, March 31 for Chateau Ice Cream, Inc., general ice cream business. Directors are William S. Fisher, 49 Collingsworth Drive, Joseph Bachetti, 2329 Main Street, and John P. Lomenzo, Powers Building, all of Rochester.



The first packaged sundae that satisfied the customer's demand for a clean, high-quality product and the manufacturer's requirements of FAST, TROUBLE-FREE, AUTOMATIC PRODUCTION.

SUN-D-CUPS show consistently — fast, clean operation at speeds as high as 80 dozen cups per person, per hour.

**Limpert** BROTHERS, INC.  
 "Quality Superb" Fruits, Flavors, Extracts  
 VINELAND NEW JERSEY  
 New York Sales Office - 33 West 42 Street



**LIMPERT'S TOPPINGS**  
 Limpert's SUN-D-CUP toppings are not multi-purpose toppings, but have been formulated for specific use in factory-filled sundaes. Toppings "engineered" for the job, is your assurance of perfection in all stages of operation - from production to merchandising.

**LIMPERT'S**  
**SUN-D-CUP**

• • • • • Write for • • • • •

THE "DOUBLE PROFIT" BOOK  
 Gets right down to figures and shows how SUN-D-CUPS can add to your volume and multiply your profits. Explains the simplicity and unique advantages of SUN-D-CUP production.

NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

• • • • •



*the tiny drop...*



"Just  
a drop  
in the  
bucket"  
...that's  
how much  
stabilizer  
you use, com-  
pared with the  
amounts of other in-  
gredients in your formula.

☆ But that drop does a tremen-  
dous job...can make a great differ-  
ence in the sale of your ice cream. ☆ The  
texture free of ice, the smoothness of  
blended ingredients, the bursting forth of de-  
licious flavor...all these may depend on the  
performance of this "drop" of stabilizer. ☆ And the  
stabilizer that delivers exceptional performance in  
the ice cream mix is the new and vastly superior  
English gelatine, SPA. And SPA costs substantially less  
than ordinary gelatines. ☆ SPA has been perfected by a  
new, unique process to do one specific job...to stabilize  
ice cream. Every property, every function of SPA has  
been developed and is ideally suited to the needs,  
the problems and the processes of ice cream  
manufacture. ☆ SPA is a product of B. Young &  
Company, famous for fine gelatines since  
1818. Let us send you a sample, or  
additional information about  
SPA. Write today to:

\* U. S. PAT. OFF.

***B. Young & Company of America, Ltd.***  
*20 Exchange Place, New York 5, N. Y.*

*that  
holds a  
million  
sales*

**SPA**

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VOL. 55

May

NO. 5



Staff: HOWARD B. GRANT, Editor and Publisher; SIDNEY M. MARAN, Assoc. Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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# Naturally...

"IT TASTES  
JUST RIGHT"



you get *Natural Body*...when you Stabilize  
with **DARILOID** or **DRICOID**

*Dariloid®  
Dariloid XL  
Dricoid®  
Dricoid XL*

● Ice cream with *Natural Body*... smooth and firm... and entirely free of gummy stickiness—these are the customer-pleasing results you get when you stabilize with Dariloid or Dricoid.

Because it has *Natural Body*, ice cream stabilized with Dariloid or Dricoid is "cool tasting" and refreshing... the kind that makes people say "It Tastes Just Right."

This proved ability to help produce ice cream that consumers prefer explains the industry-wide leadership of Dariloid and Dricoid. More ice cream is stabilized by Dariloid and Dricoid than by any other stabilizer or stabilizer-emulsifier.

PRODUCTS OF

# KELCO COMPANY



20 N. Wacker Drive  
Chicago 6

31 Nassau Street  
New York 5

530 West Sixth Street  
Los Angeles 14

Cable Address: Kelcoalgin — New York



**How's  
your  
sales bait?**



Summer belongs to the youngsters. And summer sales belong to the brand with the best bait. Good ice cream of course...but along with it, you need the lure of sparkling packaging.

Like the Lily<sup>®</sup> ice cream cups shown here, it should catch the eye and hook the sale! Lily containers merchandise your brand name...at the point-of-purchase, and again at the point-of-consumption. Investigate Lily packaging now...So when summer rolls around, those youngsters stay true to your line.

\*T. M. Reg. U. S. Pat. Off.

**LILY-TULIP CUP CORPORATION**

122 EAST 43RD STREET, NEW YORK 17, N. Y.

CHICAGO • KANSAS CITY • LOS ANGELES  
SAN FRANCISCO • SEATTLE • TORONTO, CANADA



SELLING

semin



# Fine Product Plus Merchandising Is Abbotts' Success Formula



KEEPING PACE with consumer tastes and demands is a major policy of Abbotts Dairies. Two recent innovations marketed by the Philadelphia firm within the last few months are pictured above. In the top photograph is a view of the new half-gallon bulk container of ice cream. The package was designed and manufactured by the Carlisle Ice Cream Company and features metal top and bottom and three sides. Below is the new "Fancy Four" collapsible-window package. Made by Boyette Bros. Company, these containers help stimulate purchase of the ice cream case, which consists of ice cream topped with chocolate sauce and a cherry.

"NOW in Philadelphia it's done this way—" That kind of remark can be heard at conventions and sales meetings all over America. It is a tribute to the ingenuity, ability and leadership of the Philadelphia ice cream industry that it is held up as a shining example of what can and should be done throughout the industry.

Realizing that the Philadelphia manufacturer is respected for quality production that has achieved unusually high consumption per capita, the editors of ICE CREAM FIELD sought to find the reasons for such phenomenal success. To study every operation would be a mountainous job but to take one typical leader and analyze some of the recent developments could give an inkling on why this city rates so highly throughout the industry.

As a result, a visit was arranged at the Lombard Street plant of Abbotts Dairies, Inc., in Philadelphia. Here is a firm that only recently moved into the New York market with the acquisition of A. Cardani, Inc., of Long Island City, and already is making its weight apparent in the largest city in the world. Here is a firm selling ice cream from northern Virginia all the way up into New York State and from the east coast as far west as the central regions of Pennsylvania. Their success is unquestioned.

The first impression on visiting the Abbotts Ice Cream plant is one of impeccable sanitation. From the smallest office along through every department of the plant there is a sense of pride in appearance that should earmark every milk and ice cream operation.

Second impression is one of long and loyal employee relationships. Many have served the firm over twenty-five years and the spirit is conveyed to the visitor that these workers are happy and likewise proud of both the company and the products they are manufacturing.

The management is modest. They simply believe in quality; then they do everything in their power to meet the standards that were set for them by C. R. Lindback, their past President. The products are marketed under the names of "Abbotts" and "Jane Logan" Ice Cream. Not content with their knowledge of quality, this firm constantly searches for new means of packaging and merchandising their product for the greatest possible sales appeal.

Most recent of the Abbotts creations is the new "Fancy

Four" cellophane-window package. Within the container are placed four cups, each filled with an outstanding flavor of ice cream, generously topped with chopped almonds and a cherry. It is a colorful fluted cup which can be set on a serving plate and appears ideal for dinners, luncheons, parties or other home events. Each cup contains five ounces of ice cream. The package of four retails at seventy-nine cents. The dealer and consumer reaction to this attractive pink and blue package with the Abbotts girl imprint has been excellent.

Another development has been the half-gallon bulk container of ice cream, a well-printed can with metal top and bottom. The package is rigid, providing a cover easy to remove and a receptacle that can be washed out and reused in the cold compartment for foods in the refrigerator. The fibre can sides can be cut down with ease as the ice cream is used—thereby saving space in the often overcrowded home refrigerator. Three standard flavors plus one special are offered each month, backed by four-color window and interior merchandising displays.

Sandwiches (Abbotts Creamwiches) are a tempting novelty, consisting of vanilla ice cream between two long wafers (approximately  $5\frac{1}{4}$ " x 2") and each wafer is imprinted with the Abbotts seal. Wrapped in cellophane, the items make delightful novelties.

The above items are cited just to provide an idea of how Abbotts is willing to change its line to gain consumer favor.

Recognizing that quality alone is not sufficient, this organization has developed an unusual program of salesmen, dealer and even retail store employee training. Before an Abbotts salesman makes his first call on the trade, he is thoroughly indoctrinated in a specialized program of how ice cream should be dispensed and served in the retail store. He must know cost and profits; he is skilled in making sodas and sundaes in the specialized way that Abbotts believe is most attractive to the consumer and equally profitable to the dealer.

Furthermore, each salesman becomes a merchandising authority and is instructed to devote the major share of his time and efforts to showing dealers how to increase their gallonage and make a fair margin of profit. The firm rewards salesmen who show increased gallonage from their established outlets and they place in his hands full responsibility for the success of each dealer in his territory.

The salesmen are equipped with all the necessary selling tools including sales manuals and textbooks and every dealer is sent the monthly "Ice Cream Merchandiser" along with timely bulletins offering sales suggestions. It is the Abbotts principle to respect and support their salesmen and to have them shoulder their responsibilities. Their object is to give the salesmen a better foundation and more selling tools so that they can cope with any retailing situation.

Just as an idea of how the dealer relationship program works out, the salesmen bring to the ice cream plant a group of their dealers every Tuesday afternoon. Usually there are forty to sixty dealers in attendance. They tour the ice cream plant. First they are shown their source of supply, operation and so forth. Two highly trained dieticians discuss the food and health phases of ice cream. The



merchandising and sales managers discuss ways and means for the dealers to sell more ice cream.

The discussions follow along the line of proper dipping sanitation. Displays and methods of dipping are demonstrated from a spotlessly clean cabinet and at this time the dealer, acquainted with the investment in this piece of equipment, is shown how to prolong the life of this cabinet with proper care. Abbotts, by instructing the dealers, have found that they will pass on such information to their employees. However, the Abbotts salesmen and merchandising men also will spend time in every store to train the personnel behind cabinets or dealer's fountain.

The ice cream men will set up interior merchandising displays and supply point-of-sale advertising. They see to it that signs are fresh and timely and all carry a complete supply. The larger windows are cared for by a window display firm but it is Abbotts' policy to have all windows in their serving area done within a week so that there is a uniform program at all Abbotts dealers. There are at least four window changes yearly and the dealer is impressed with these efforts to help him sell more ice cream.

The story behind the Abbotts organization appears to be a quality product, ably and amply supported by a sound merchandising program that includes dealer and sales clerk training. Here is one of the organizations that has made Philadelphia the talk of the industry and can serve as a model for ice cream manufacturers aiming for bigger business in 1950.



**PENN DAIRIES'** Reading (Pennsylvania) store serves as a Demonstration Store and Training School for Pensupreme ice cream dealers. This retail outlet is noteworthy for its modern decor, both exterior (see adjacent photograph) and interior (see photograph below). Equipment was designed and installed by Grand Rapids Cabinet Company.

**"CUSTOMER Comfort"** is keynoted at the new Penn Dairies, Inc., retail outlet at Reading, Pennsylvania. Store officials insist on maintaining a combination of high quality merchandise, cleanliness and service. The success of this company-owned store is another noteworthy accomplishment in the history of one of the country's most progressive ice cream manufacturing firms.

The building, opened May 8, 1949, is a complete operation combining a company distributing branch and an ice cream retail outlet. The modern distributing plant in the rear houses modern offices, garages and the latest type refrigeration units. This branch operation has a capacity to serve approximately 500 retail stores.

The retail outlet is a Demonstration Store and Training School for all Pensupreme ice cream dealers. The equipment, designed and installed by the Grand Rapids Cabinet Company, Grand Rapids, Michigan, is of the island type, and includes thirty-six stools and seven booths—a total capacity of sixty-four persons. The island booths are laid out for ultra-efficiency which permits clerks to serve booth patrons without leaving the fountain.

At the front of this store is a carry-out department. Ice cream, milk drinks and sundaes are dispensed from this section. Self-service package goods sales are encouraged and tie-in merchandise is available.

To maintain the cleanliness feature, dishwashing facilities have been installed in the kitchen off the rear of the store. No dishwashing of any kind takes place within the customer area. There is also a special refuse room. Daily janitor service keeps the floor, walks and windows clean. Attractive rest room facilities have been provided. An air conditioning system helps eliminate insects in summer, and is also a source of comfort to both patrons and employees.

The Fountain Training Program conducted at this new Demonstration Store is open to all Pensupreme ice cream dealers and their employees. The length of schooling de-

pends upon the experience of the trainee and what he wants to accomplish. The complete training takes twelve days. It consists of five fundamental segments: Carry-out Ice Cream Dispensing, Fountain Dispensing and Formulas, Waiting on Customers, Syrup Preparation and Dishwashing and Janitorial. In addition, three supplementary sections are included, primarily for the use of the Pensupreme ice cream dealer who is setting up a new store: Layout, Accounting System and Merchandising.

Considerable experimentation is carried on at the Demonstration Store. Successful formulas and merchandising projects are immediately passed on to the company's dealers.

The store is located on the edge of a residential section and is immediately accessible from two main highways leaving Reading. Putting together this ideal location, with the combined beauty of interior and exterior, plus the featuring of all things essential for customer satisfaction, you have the Penn Dairies formula for this successful Branch-Demonstration Store operation.



The BIG 3 in Ice Cream Flavors is now a

# BIG 4

## Butter Brickle\*

CANDY ICE CREAM FLAVORING

**Wins High Sales Rating as Standard Flavor in Area after Area!**

**TRY THIS PROVED GALLONAGE BUILDER...FOR GREATER PROFITS...AT OUR RISK**

A recent survey disclosed that in Omaha, BUTTER BRICKLE was the fourth Ice Cream flavor (following vanilla, chocolate, and strawberry).

In Des Moines, one manufacturer reported BUTTER BRICKLE as the second flavor—two reported it as the third flavor, and one reported it as fourth flavor.

In still another area a recap showed BUTTER BRICKLE in third place flavorwise, and 12% of volume—only 3% under the number two seller. More and more such

reports are registered every week.

Learn for yourself at our risk, the tremendous gallonage-building qualities of BUTTER BRICKLE. It's the flavor steadily winning top places—not as a special feature, but as a Standard Flavor!

The Coupon below invites you to order the 10-pound can of BUTTER BRICKLE, enough to make a trial 30 can of finished product—a sufficient quantity to gallons of consumer acceptance in your market. If not test for consumer acceptance in your market, the money you entirely satisfied with your trial run, the money you have paid for BUTTER BRICKLE will be cheerfully refunded. Clip, sign and mail Coupon today.

\*Butter Brickle is the exclusive Trade Mark of Fenn Bros., Inc.



## Fenn's Butter Brickle\*

GROUND

CANDY ICE CREAM FLAVORING  
"MADE BY ICE CREAM MAKERS FOR ICE CREAM MAKERS"

**MAIL COUPON  
FOR 10 LBS.—  
ENOUGH FOR  
30 GALLON  
TRIAL RUN**

FENN BROS., INC., SIOUX FALLS, SOUTH DAKOTA

Please ship one 10-pound can of FENN'S Ground BUTTER BRICKLE Candy Ice Cream Flavoring on money back guarantee. Price 53¢ per pound, F.O.B. Sioux Falls, S. D.

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

BY \_\_\_\_\_

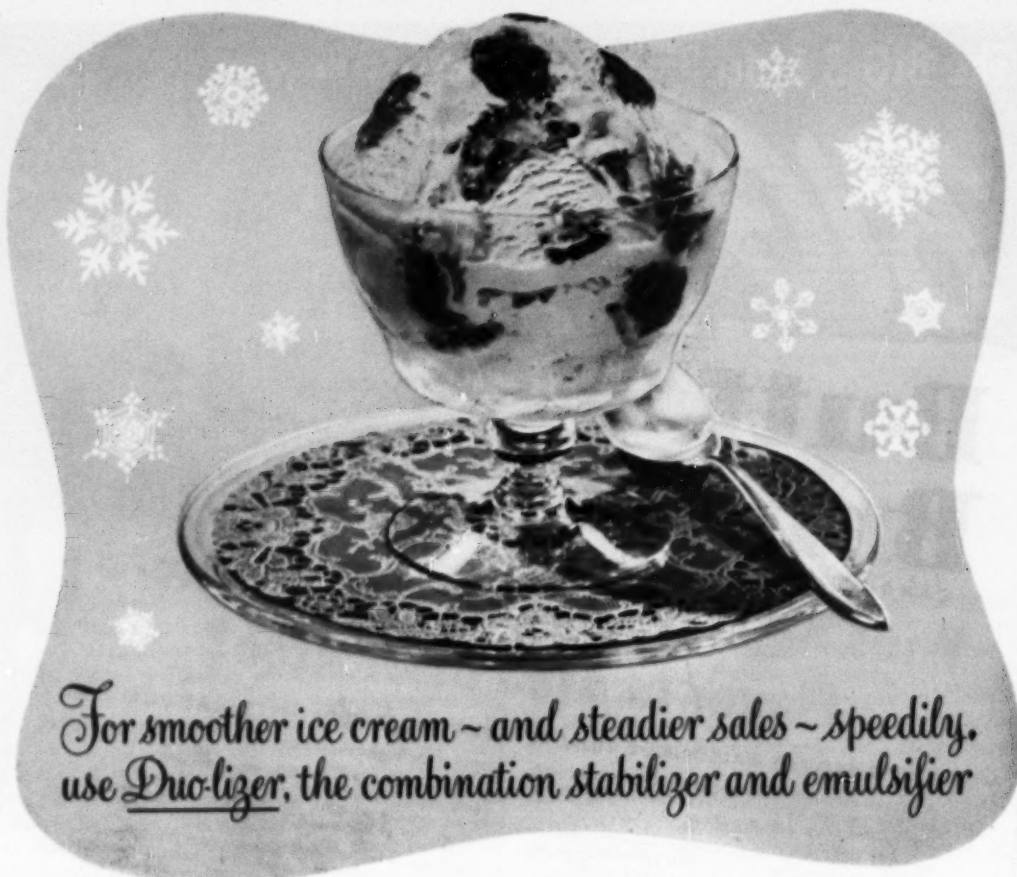
(Title)

NOTE: Regular 27-pound cans of BUTTER BRICKLE sell for 48¢ per pound, F.O.B. Sioux Falls. On orders for 4 cans (108 lbs.) or more, freight will be prepaid to any point in the U.S.

**SATISFACTION...ON MONEY BACK**

C-5





*For smoother ice cream ~ and steadier sales ~ speedily,  
use Duo-Lizer, the combination stabilizer and emulsifier*

**Know the short cut** to making smoother-textured, firmer-bodied ice cream that customers will come back for again and again?

It's Duo-Lizer, the combination stabilizer and emulsifier. And no wonder. Just look what happens when you add Duo-Lizer to your ice cream mix:

*Stabilization takes place immediately!* Fat globules become evenly dispersed throughout the mix. And, at the same time, the butterfat is emulsified!

As fast as Duo-Lizer works, though,

it has no bad effects. Whether your mix is made with powdered whole milk, frozen cream or butter, there is no separation of the butterfat from the other milk solids.

So the body of your mix develops in the pasteurizer, not on the cooling coils or in the holding vat. And this greatly cuts freezing and whipping time.

*Before you know it*, your ice cream is made! Not ordinary ice cream, but ice cream that maintains true evenness of texture and a firmer body! And you know

how that cuts dipping losses not only in your freezer, but in the dealer's cabinet as well.

So cash in on your fresh fruit and ice cream flavors. Let Duo-Lizer make you smoother ice cream—and steadier sales—speedily!

**FREE Trial Production Run.** You can arrange for our sales technician to conduct a trial production run in your plant—at no cost to you.

Simply write or telephone to Whitson Products today.

# DUO-LIZER

*Stabilizes and Emulsifies ice cream!*

Made by  
**Whitson Products**

DIVISION OF THE BORDEN COMPANY  
350 Madison Avenue, New York 17, N. Y.



## "Belles" Ring Up Sales

**W**HAT makes people buy "Lucky Strike" — "Pontiac" — "Arrow Shirts" — and a warehouse full of other items by brand name—but when it comes to ice cream simply buy a pint, or quart of ice cream—period? According to a survey we conducted throughout the summer several years ago, something like 99 out of 100 customers just walk into the most convenient store and ask for a pint or quart of ice cream—not *Jones* ice cream—not *Smith* ice cream—not even *White's Flavor Rich Ice Cream!* They just bought ice cream.

One can't answer the question by saying that ice cream is ice cream no matter who makes it. There is a difference—and since people's taste buds are different too, it would seem reasonable that they would seek out their "favorite" brand with greater determination. But they don't. They simply buy ice cream—when and where it's convenient.

This is not news to the industry. It wasn't particularly news to us—except in degree. And the survey didn't solve any problems—except to point up the fact that most ice cream advertising, though over the signature of one manufacturer and presenting his brand and his flavors and his specials, is in reality primarily advertising for the industry

*The author of this article is head of the advertising agency which represents the White Dairy Products Company of Raleigh, North Carolina. The "Belle-Ringer Campaign" described here is a copyrighted sales promotion owned by the J. T. Howard Advertising Agency.*

as a whole. Which, of course, is fine—except that sometimes it's nice to spend your money to promote only your own sales, and let the industry look out for itself!

So—what do we do to sell "Our Brand?" We have given away bicycles and roller skates for box tops. And all the time we knew that hundreds of the box tops didn't represent extra sales at all—but were picked up off the streets, out of dealers' trash cans and elsewhere by enterprising young citizens who weren't impressed by our impassioned copy urging them to go to their favorite dealer, *buy White's Flavor Rich Ice Cream* and save the box tops for valuable free prizes. Yes, they got the prizes free—free of even the necessity of buying the product! And many of the other gimmicks and gadgets we have energetically offered at one time or another were unreasonably costly when compared with immediate results. Some were just costly, by any comparison.

And so it went until the "Belle-Ringer" campaign was hatched. The idea behind this campaign is not new—it isn't even especially imaginative. It isn't the most inexpensive campaign known to the industry—except by comparison with results! It takes time and planning and develops headaches now and then. But it sells One Brand—at once, and we have reasons to think that it goes a long way in keeping customers sold. It proved to be a natural also for opening new territories and developing new dealers.

The "Belle-Ringer" is a girl, appropriately costumed,

*(Continued on page 64)*



# MODERN PACKAGING FOR YOUR ICE CREAM

BY REX PAXTON

*Sutherland Paper Company  
Kalamazoo, Michigan*

**T**HE more anyone knows about his particular business, the more he is expected to know about it and the more he is regarded as an authority. To retain this position, a certain penalty for leadership, it is necessary that he constantly add to his store of knowledge and keep pace with what is going on in his industry, because nothing is so certain today as *change*. I will prove this point to you conclusively.

I have a photograph which appeared in a metropolitan newspaper recently. This is a picture of Herbert O. (Fritz) Crisler, University of Michigan Athletic Director, and Frank Leahy, Athletic Director and Head Football Coach at University of Notre Dame, and what do you suppose they are doing here. They are attending a coaching school, a football coaching school. Well, that proves my point.

Modern packages for ice cream is a subject in which every ice cream manufacturer is directly and vitally interested. As a matter of fact, packaging is today one of the vital, growing phases of merchandising and selling.

And hear this. Often the package has within its power the life or death of a product sold to the consumer.

About one half of the housewives' purchases are planned. The balance is made on impulse. Here is the reason why modern packages for ice cream should be designed to take advantage of impulse buying.

Human buying impulse works like a camera. It is set off by what the lens of the eyes absorb.

If your competition today came only from your competitors, those within your own industry, you would be fortunate indeed. But this is not true. Your ice cream package must compete with not only all of the other packages in the store, and there are thousands of them, but with other products, such as radio, television, or a new automobile. You ask "You mean that a pint of ice cream must compete with the purchases of an automobile or a television set?" Absolutely. Believe me when anyone makes up his mind that he actually *wants* something, he will sacrifice his customary dish of ice cream and a great many other things to obtain his main objective. That's why I say to you, take a good square look at that ice cream package you are using. Because your ice cream cartons must "sell against" not only other ice cream packages on the market but against these products I have mentioned and many others.

May I suggest, therefore, the following with regard to your ice cream cartons? You had better have the answer. You had better think you have the answer. You had better be seeking the answer.

Gentlemen, today we are in the "fighting 50's." A buy-

---

*This article is based on a talk given during the North Carolina State College Ice Cream Conference held at Raleigh on March 3.*

---

Solid Satisfaction  
Starts Here!



## DREW FLEX-A-FREEZE

*The most flexible Ice Cream* **STABILIZER-EMULSIFIER** *made!*

DREW FLEX-A-FREEZE goes all the way...complete stabilization *plus* perfect emulsification—all in one scientifically balanced product!

### IT'S ECONOMICAL!

Stabilizes at lowest concentrations!  
Eliminates processing difficulties!  
Improves whipping ability and speed!  
Simplifies mix making!

Resists heat shock—helps control overrun!

Provides uniform ice cream regardless of seasonal variations in ingredients!

### IT'S FLEXIBLE!

Widest effective working ranges!  
Stabilizes from both the fat and water phase!

### IT GETS RESULTS!

Produces mix with the viscosity of rich cream!  
Provides consistently dry ice cream at the freezer!  
Gives ice cream a smooth, firm, chewy texture!

Send for Laboratory report 35, or see the DREW man today. Ask about *Drew-Tex* Stabilizer... *Drew-Mulse* Emulsifier... *Dri-Freeze* Drying and Whipping Agent.



DAIRY AND SPECIAL PRODUCTS DIVISION  
**E. F. DREW & CO., Inc.**  
15 East 26th St., New York 10, N. Y.



CHICAGO • BOSTON • PHILADELPHIA • GREENVILLE, S. C. • MONTREAL, CANADA • RIO DE JANEIRO, BRAZIL • BUENOS AIRES, ARGENTINA

Ice Cream Field, May 1950



er's market is a salesman's market. Your ice cream carton should be a *salesman*.

Never has it been so important that you be absolutely certain that your ice cream carton represents you as a real *master salesman* and not a mere order taker. Perhaps the most important thing you can do right now is to consult a modern, aggressive carton manufacturer, one who keeps abreast of the times and is leader in the industry.

We are living in a *package age*. The accent is on the *package* and virtually all food products sooner or later will be packaged. The nation has become package conscious. You have only to scan the shelves of the average retail store to understand the trend.

Here is the thing which you must clearly realize. Every day millions of people in thousands of stores are making up their minds to buy or not to buy certain products. Every product competes with the customer's dollar. As I have said before, and as I shall say again, *ice cream must compete with every other packaged product in the store.*

#### Package Must Reflect Quality

Your package must reflect the quality of its content. Today, fine packaging is the accepted, modern sales aid, from the higher priced items down to the nickel package of gum. Ice cream packaging must be attractive, it must have "eye appeal," it must be so appealing that it will receive its share of impulse buying. Fifty per cent of all purchases is impulse buying.

Let's take a look at the soft drink field. The bottle itself is a package. The carry-out carton of six is another package. What has this intelligent packaging planning meant to the soft drink field? It has meant *greater availability*, hence *greater consumption* on the part of the public. You must be sure that your product is made easy to see—easy to buy.

Now I am going to discuss briefly a business which you know nothing about—absolutely nothing. You know nothing about it because you do not use the product and, therefore, are not familiar with it. I refer to the beer business. Less than 15 years ago bulk or "draft" beer composed

seventy-five per cent of the sales. Today "packaged" beer, in bottles or cans, equals seventy-five per cent of the total volume.

Look at your own industry, the dairy industry. Packaged cheese buyers account for almost 100 per cent of the total volume. Milk itself is sold in bottles or packages. Butter packages have replaced the tub or bulk.

#### A Modern Package

Take another look at the pint linerless ice cream carton. This is a modern package. It is more important to your business than you think. The factory-filled package or carton represents the greatest single avenue for increased gallonage afforded the ice cream industry today. A vast reservoir of new sales and increased consumption is waiting to be tapped.

You know, ice cream cartons become out of date just like any other product. That is why I say to you again, take a good look at your ice cream cartons. More than likely you'll decide that they should be *modernized*. The linerless (direct-fill) carton, which was developed in the late 20's and early 30's, was a great boon to the ice cream industry.

As a matter of fact, the linerless carton development led to the perfection and the ultimate development of the continuous freezer—with all of its obvious advantages. For example:

1. Elimination of hand packaging operation.
2. Availability of many different flavors in package form in the dealers' cabinets.
3. Accurate control of package contents, impossible under hand packing.
4. Merchandising possibilities of an attractively designed package.
5. Eye appeal for the consumer.
6. Easy identification for manufacturer and consumer.
7. Maximum storage advantage.
8. The entire pull-up flap is dewaxed.

1950 has been referred to as the beginning of the century of packaging. Thousands of self-service stores will open

FOR  
WATER ICES

# WIS·ICS

FOR  
ICE CREAM

INSTANTLY SOLUBLE STABILIZERS TO SPEED PRODUCTION AND PROFITS

See Amazing Results in Your Own Plant. Write, Wire or Phone:

360 Furman Street  
Brooklyn 2, N. Y.

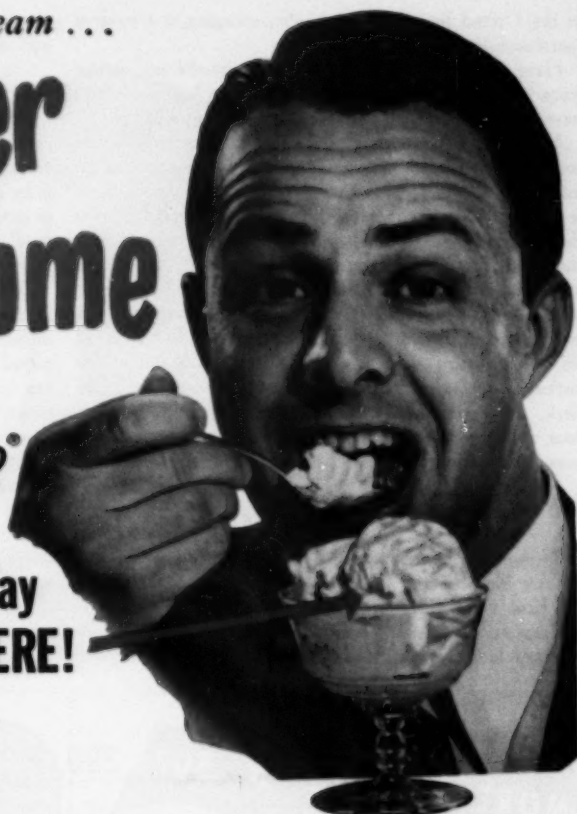
## EXTRAX CO.

3594 Antisdale Avenue  
Cleveland 18, Ohio

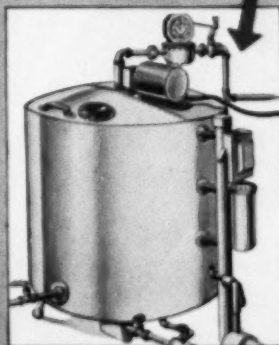
For More Money In Ice Cream . . .

# Uncover New Volume with *Sweetose*

**MORE SALES—with 4-Way  
Better "Bite-Appeal" HERE!**



**MORE PROFITS—  
With Lower Costs  
HERE**



Pasteurizer, showing Sweetose meter  
and pipe line for automatic handling

The whole ice cream industry is finding the perfect answer to the "quality vs. cost" problem! Here for the first time is a sensational product that gives you richer, creamier ice cream with a smoother, firmer body. It improves texture and magnifies natural flavor...YET IT REPLACES HIGH PRICED SUGARS IN YOUR FORMULAS! Enzyme-conversion has made *Sweetose* twice as sweet, three times as fluid, as ordinary corn syrup. It's water-white, crystal-clear, odorless, has no flavor other than sweetness. Stores better, handles easier! Don't wait to get the details and information about *Sweetose*!

**ACT NOW FOR BETTER  
ICE CREAM AT LOWER COST!**

*Sweetose* is a  
trademark of the  
A. E. Staley Mfg.  
Co., Inc., U. S.  
Patent Office.

**STALEY'S  
*Sweetose***

**A. E. STALEY MFG. CO., Decatur, Illinois**  
In Canada: J. L. Daig, 6876 Sherbrooke St. W., Montreal, Quebec

**A. E. Staley Mfg. Co.  
Dept. ICF-5, Decatur, Ill.**

Gentlemen:

Please rush me all data and information about  
how *Sweetose* improves ice cream quality at  
lower costs!

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

in the United States this year. Prepackaging is a modern merchandising necessity.

Have you ever stopped to wonder why the self-service store is growing so rapidly in this country? I know you have. I think I can tell you one of the reasons why.

It's a long way from the production lines to the ultimate consumer for most products. I refer to this distance as no man's land. And the most important part of this distance is the last three feet, because here is where the ball is carried across the line. This last three feet is the place where stands the retail clerk—the weakest link in the whole merchandising chain. This link has been so weak, and still is, that many manufacturers have found that their product in an attractively designed and skillfully produced carton will sell many, many times faster than it would out of the package and under the misdirection of an inefficient retail clerk. Here you have one of the real reasons why today your carton must compete with all other packages in the store, and they are increasing daily.

#### Order In Advance

Everyone can increase the efficiency of his operation and increase his profits if he will order his ice cream cartons and have them delivered in advance of the heavy production season. Since sixty per cent of the total production of ice cream is in the months of May, June, July, and August,

you can help your carton manufacturer and yourself if you will do some advance planning in this connection.

#### Flavor Identification

Some of our series carry pictorial identification as well as color background identification. Other designs carry identification by color background only. Basically identification is by color background, rather than pictorial. The consumer more readily identifies a flavor when it is confined to the vanilla, chocolate, or strawberry flavor. That last sentence is the meat of this whole subject of flavor identification.

In the February issue of that very able and helpful publication, ICE CREAM FIELD, our friend, Howard Grant, has included the "New National Drug Store Survey" just completed. This report reveals how independent drug stores can increase profits and cut losses on ice cream. If you haven't read this survey yet, get it fast, read it, study it, ponder it. You will find it very, very helpful. Here is one of the points brought out in the survey: "Feature factory packaged ice cream—the package on which every store made a good profit." Note that carefully.

Also: "Don't expect the soda fountain to run itself. It won't. You have to run it yourself or hire a good manager." Still another point brought out is the fact that more customers specifically requested packaged ice cream. This subject of bulk versus packaged ice cream at the dealer

(Continued on page 53)

**MORE PROFITS IN '50?**

**Then Start Building Dry  
Stop Gallonage Today with . . .**



**bob-ette**  
STREET AND  
TRADE MARK

ICE CREAM manufacturers everywhere acclaim the gallonage building qualities of Bob-ette.\* Get your 1950 gallonage building program going today by ordering your Bob-ettes\* for profitable promotion.

WRITE TODAY FOR THE BOB-ETTE\* "PROFIT STORY."

\* Reg. U. S. Pat. Off. No. 2465142. Other Pat. and Trademark Reg. Pend.

Product of United Sound & Signal Co., Inc., Columbia, Penna.

**PENNCO, Inc.** "PENNCO IS SERVICE"  
ABBOTTS BUILDING PHILADELPHIA 7, PA.



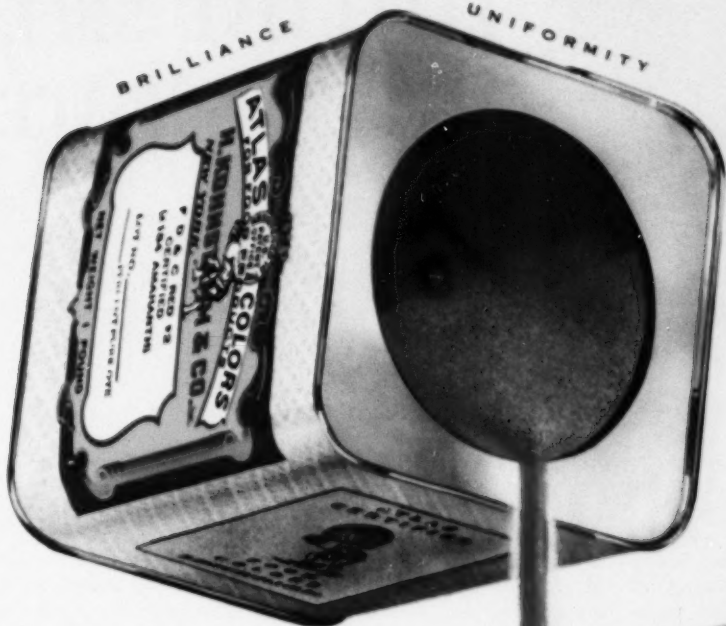
**VELVA-CREME**  
The Right Combination!

An Eastern Dairy College writes:  
"We made a mix using your VELVA-CREME and MIXIFIER and the ice cream was very good. Whipping time was reduced and the ice cream had a smooth texture."

**GERMANTOWN Manufacturing Co.**  
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BRILLIANCE

UNIFORMITY



## YOU CAN DEPEND ON ATLAS COLORS

Atlas Certified Colors are the result of one-hundred years' manufacturing experience. That accumulated *know-how* is a priceless asset—assuring you of dependability and uniformity ALL the time, plus specialized counsel and cooperation to solve individual color problems *any* time. Leaders everywhere rely on ATLAS colors for uniformity, maximum solubility, and exceptional working qualities . . . as well as an infinite variety of shades and brilliance of color for every food product. Write on your letterhead for samples, information, color counsel.



**ATLAS  
CERTIFIED  
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1881

100th ANNIVERSARY

1981



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 CITY, MO. MINNEAPOLIS NEW ORLEANS OMAHA PHILADELPHIA PITTSBURGH ST. LOUIS SAN FRANCISCO





# EFFECTIVE SELLING IS A SCIENCE

BY E. E. SMITH

Southwestern Division Manager  
Lily-Tulip Corporation

**I**N my hand I hold a booklet put out by the "National Federation of Sales Executives" titled *Sales Management Looks Ahead*.

Here a representative group of foremost American industrialists and business leaders state in essence that: "America is the most powerful, the most influential and the most wonderful nation in the world, mainly because effective salesmanship made it so!"

The explanation, of course, is that we are a great nation because we are an industrial nation. However, let us not be unmindful that industry is only as great as our ability to sell what industry produces. Therefore, the emphasis must always be on "effective selling!"

Selling and merchandising today have progressed to a point where they are almost a science. But don't let that word "science" scare you. It simply means that there are certain definite rules which govern or influence selling. Obviously, the more we know about those rules the better will be the results.

Through the medium of "Sales Training" those in your organization concerned with sales can acquire the necessary knowledge of these selling rules and techniques which will enable them to improve the selling efficiency of your ice cream retailers, thereby increasing your ice cream gallonage.

The words "Sales Training" also may sound a little high "falutin." So let me give you a very simple interpretation of that term. "Sales Training" simply means "Learning the best way to sell more of your stuff."

Is your ice cream good? Sure! But, regardless of how good you may think it is or how "ungood" your competitors say it is, the success or failure of your ice cream gallonage will sooner or later be determined by the effectiveness with which you merchandise it!

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*This article is based on a talk given during the recent 42nd annual convention of the Dairy Products Institute of Texas, held in Houston.*

---

I don't believe that I have to labor that point! We all know that a lower grade of ice cream can outsell a higher grade of ice cream if it has the benefit of better selling and merchandising. You can take the very same brand of ice cream, place it in two different stores, one right across the street from the other and the one store will outsell the other by as much as ten to one and more. Which in itself proves that it is the manner of selling and merchandising which determines the sales volume.

A quality product is a wonderful thing. But it takes a heap more than a quality product to make a company a success. It takes effective selling and merchandising of a quality product, at a fair price to make a business a success.

"Glass Wax," so popular today, is not a new product. It's been on the market a long time. But, it never amounted to much until the manufacturers put a terrific selling and merchandising job behind it which multiplied its sales so many times that its president is now one of the highest paid men in the business.

The same story could be told of that famous "Which twin has the Toni" hairdo. The original owners of that same formula almost starved. Then a couple of enterprising brothers bought out the formula for a "song," put a terrific selling and merchandising job behind it and drove its sales up to where four years later they were able to sell out to the Gillette Safety Razor people for a reputed twelve million dollars. And so I ask you, which twin has the "sales training?"

The files of Dun & Bradstreet contain the names of many concerns who made first-class quality products yet went "plumb bust" because they failed to properly merchandise their goods. A grave mistake as I see it of the ice cream business is that many an ice cream manufacturer believes that simply making a "quality" product of itself (without a planned selling program) will keep the honeymoon going and the gravy train coming in.

Dearly beloved of the "Over Run Fraternity"—the hon-

**HEAVENLY FLAVOR!**

FOR BUTTERED PECAN  
ICE CREAM WITH A FLAVOR  
TRULY "OUT OF THIS WORLD",  
USE★

**Capco**★

BUTTERED PECANS★  
AND "STAR" WITH YOUR  
CUSTOMERS

**Capco**★

**BUTTERED PECANS**

Are carefully processed with high score, pure creamery butter, and shipped the same day to insure freshness.

Easy to use... just add these nutritious, full flavored Capco Buttered Pecans to the mix — and watch your sales soar to the heavens.

Order a supply today for immediate delivery.

PACKED IN 25 POUND CARTONS.



Form No. 878 — '35

**THE CHARLES A. PETERSON COMPANY**

917 CARNEGIE AVENUE

CLEVELAND 15, OHIO

eymoon is *ovah*, the gravy train has left the station. There is only one perpetual honeymoon and gravy train in the business world and that is to keep everlastingly promoting and merchandising your product.

Just how important is this matter of "Effective selling and merchandising?" Well, let's consider some of the great merchandising projects and see how they fared.

Pick up your papers or magazines or flip your radio or TV dial. What do you read; what do you hear; what do you see?

That . . . Joe Blow has switched to Calvert.

That . . . Your hands can have that Ivory look in just ten days.

That . . . If you want a treat, instead of a treatment . . . smoke Old Golds.

That . . . Camels are kinder . . . and P. M. less irritating to your throat.

That . . . *D U Z* does everything.

These are slogans that have registered in the minds of the public. The firms responsible go further than using them just in their advertising—they sell them and merchandise them as well. These products continue to break one sales record after another and pour millions of dollars worth of profits into their sponsors' pockets.

### Ice Cream Addicts

The point I'm trying to make is that products such as these are not the easiest in the world to sell but as I've already pointed out they are sold and effectively sold because they're effectively handled. If that's the case then there should be no limit to the results that can be secured through the effective selling and merchandising of a product that has the taste appeal and the nutrition appeal of ice cream.

You know, I'm convinced beyond a shadow of a doubt that if the proper selling job is done on ice cream the public would get so "conditioned" to eating it that this "conditioning" of the mind would "habituate" them and yes, even get them "addicted" to eating ice cream!

After all, most all of our eating and drinking habits are a form of habit or "addiction," you know.

Why do the English drink tea, the Swedes coffee, the Italians wine, the Irish whiskey, the Germans beer, the Mexicans tequila, the Russians vodka, etc.?

Why do the Italians eat spaghetti, the Chinese rice, the Germans sauerkraut, Irish corn beef and cabbage, Hungarians goulash? And why do the Southerners eat grits and gravy, corn break, hog jaw and black-eyed peas, okra and turnip greens? Vile stuff to most of you-all from the top

side of the Mason-Dixon line, but they love it, because they are addicted to it.

Through effective selling, the soft-drink beverage people have conditioned the public to drink their products at all times and in all places. Even garages today have anywhere from six bottles to six cases of beverages. The end result of "mind conditioning" through effective selling—"beverage addicts."

And so it goes folks, proving conclusively that by getting folks into the habit of eating or drinking almost anything, a definite habit pattern is subconsciously or psychologically formed which if pleasurable enough will most certainly become a form of addiction.

### A Regular Customer

One notable case of this was the late Bill Robinson, considered the world's greatest tap-dancer even when he reached his 70th birthday. Bill ate a quart of ice cream for breakfast, a pint at dinner and another quart (as a night cap) before retiring. And don't think that this is unusual. Any prominent soda fountain or ice cream vendor will recite endless cases of customers who regularly purchase and eat ice cream.

There can be no question but that you can sell many times as much ice cream as you do now, if you really want to, if you are willing to "sow before you reap," that is, sow the seeds of sound sales training and effective selling generally. Every issue of your trade journals points to the fact that those ice cream retailers who do a sound merchandising job are reaping heavy increased sales and profits.

The market potential is definitely there but you'll have to "go fetch it"; it won't just blossom forth on the desert on its own account. It is only as you give of your time and effort, that you can hope to receive and that's only doing "what comes naturally."

The men in your organization charged with the responsibility for selling your product will have to have the "know-how."

The retailers who market your products will have to have "know-how!" This "know-how" is the sum and substance of "sales training." Your local or national association can do much to help you get the job done.

The Good Book says that if the blind lead the blind, both shall fall into the ditch. That is, both you and your retailers. The Golden Rule says that you've gotta treat folks right if you expect them to treat you right. If you see to it that the consumer gets a fair and square deal all down the line; if you provide your dealers with the sales training they need; if you give them a good product at a fair price; the gates of hell cannot prevail against you.

Thank you, and happy gallongage in 1950.



### Once upon a time . . .

there was a Vanilla user who wanted to increase profits by stepping up his volume, yet he thought maybe he could cut his costs, also. So he checked all down the list and when he came to Vanilla he called in representatives of two new suppliers.

One said, "Yes, I can give you a Vanilla for less."

The other said, "You are paying the right price for the Vanilla you are now using—it would have to have less of this or that in it if we quoted a lower price. On the other hand, you might find that a different Vanilla would better suit your product and STIMULATE its sales. Our specialists would be very glad to run a test and make recommendations without any obligation."

Here at Vanilla Laboratories, we are proud of our ability to find the RIGHT Vanilla for a product and our experience has proved that very often using the RIGHT Vanilla, among other things, has been a great help in stepping up a product's sales.

**V**anilla Laboratories, Inc.  
Rochester, N.Y.

PURES  
BLENDS  
CONCENTRATES  
POWDERS



BY DAVID L. PHELPS  
Hendrie's Ice Cream Company  
Milton, Massachusetts



## HOW TO STOP THE DROP

**S**PRING is here and all of us in the ice cream business are looking forward to our busy season of the year.

I wonder if some of you have asked yourself, "Will I do the volume I did last year, or will I drop behind last year's volume?" I think we all will sell less ice cream than we did last year unless we settle down to an organized merchandising and sales effort. This seems a harsh statement to make when you consider:

(1) The soda fountain along with ice cream is responsible for bringing in 50% of the store traffic. (2) As each year goes by more and more of the American public is being educated that ice cream is a part of the basic American diet. (3) We are selling a product which has a nationwide consumer acceptance, which is just another way of saying volume and turnover.

What is the objective of a merchandising program? It is to sell more ice cream to people who come into your store and to bring more people in your store to buy your ice cream.

Why should I as a manufacturer have a merchandising program? Because your gallonage as I have mentioned has probably dropped in '47, '48, and '49 and your aim should be to stop this drop. Also, your competitor if he should adopt a merchandising program will get more than his share of the business in your given market area. Also, we as an industry are faced with more and more competition from the hard good line for the consumer. We should be

better organized to meet this competition. It should also be noted that many merchandising programs are out-dated and have paid too little attention to the all important person in the manufacturer's business, the consumer of his product.

What should make up a complete sales and merchandising program?

1. Making the best product you know how to make.
2. The correct advertising policy which you can afford, to make as many people as you can who might buy your product and as cheaply as you can.
3. Making your fountain items with a set formula, to give you a good gross and to insure customer satisfaction.

I wonder how many manufacturers have scooped a 2½-gallon can in different sized scoops that they use behind their soda fountain to determine the yield and cost per saving?

4. The last part is to get your backbar dressed up as a silent salesman, to do a selling job for you in your place of business.

Let us now go into this merchandising program.

### Making The Fountain Items

*The Sundae.* I would like to describe a sundae as made in many retail outlets today. They ask 25c for a sundae consisting of one No. 16 scoop, and 1½ oz. topping. I would like to suggest you make a sundae using a tested formula using 2 No. 20 scoops, 1½ ounces of topping, whipped cream and a cherry, at a cost difference of 2.7c. If you

(Continued on page 89)

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*This article is based on a talk given April 12 at the New England Regional Conference of the National Association of Retail Ice Cream Manufacturers, held at Worcester, Massachusetts.*

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# What It Takes to Make a Quality Package

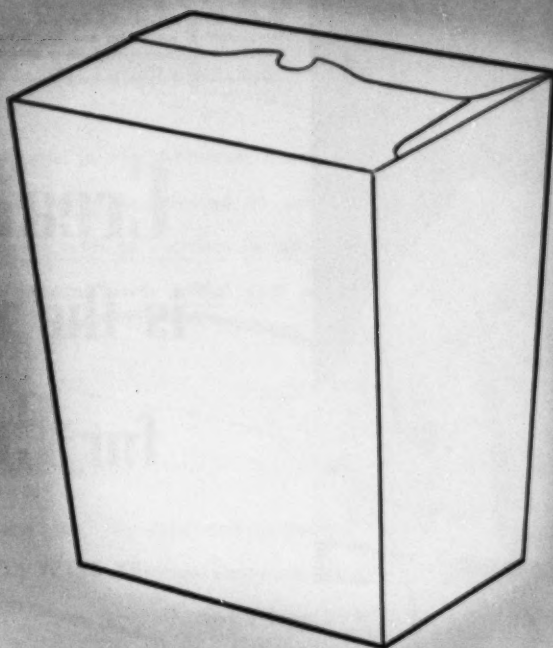
Clean, firm board, with a "quality" feel and appearance

Corners specially designed for tight closure

Expert die cutting and forming make a square, sturdy package

Pails can be furnished with flaps turned back to save filling time

Accurate, approved measure



**SPEDE-PAC**

Special impregnating process insures even over-all waxing

Patented, positive-locking top (on the SPEDE-PAC and PEEL PAIL)

Highest quality art work and printing—in stock or your own designs

Glued securely with special moisture-resisting glue

Pails are designed to "nest," saving storage space

Bloomer Bros. Deluxe Pails are available in these styles: SPEDE-PAC, PEEL PAIL, DIP-PAC

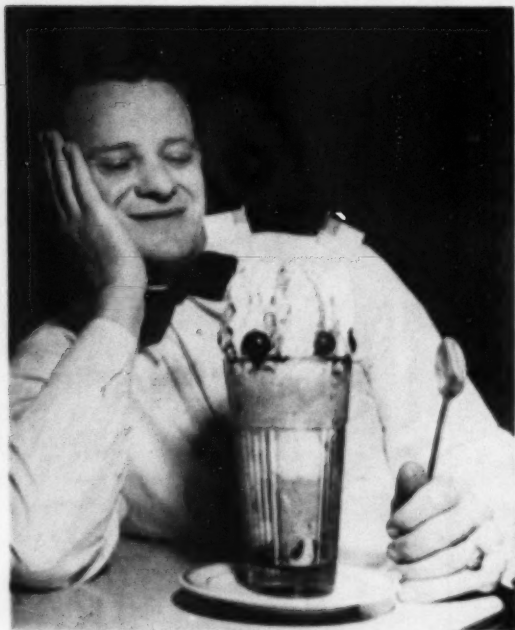
**T**HESE quality features are important to you. They mean ease in packaging, protection for your ice cream, and strong sales-appeal to the consumer.

They come from wholly controlled raw materials, modern equipment, rigid inspection procedures, continuing research, and "know-how" acquired through many years.

▶ **SEND FOR SAMPLES OF THESE SUPERIOR PACKAGES**



**BLOOMER  
BROS. COMPANY  
NEWARK  
NEW YORK**



WASHINGTON MONUMENT—ice cream version—is contemplated by a patron of Weile's Ice Cream Parlor before it was attacked. A few minutes after this photograph was snapped, all that remained of the ten scoops of ice cream and two bananas were the two flags—which the satisfied customer took home as souvenirs.

# Creative is the word for Eric

BY BETSY KORSON

**T**OURISTS visiting the nation's capital are in for a treat. Not only will they see the Washington Monument—now they can eat it!

But this monument is of a different sort. Consisting of ten scoops of ice cream, two bananas and a flag, it is one of the original creations that has made Weile's Ice Cream Parlor the talk of Washington.

"Let's go to Weile's," has become a popular phrase with young and old alike who flock to this ice cream center from all parts of the city. There they devour ice cream creations rivaling Hattie Carnegie hats in their frilly effect.

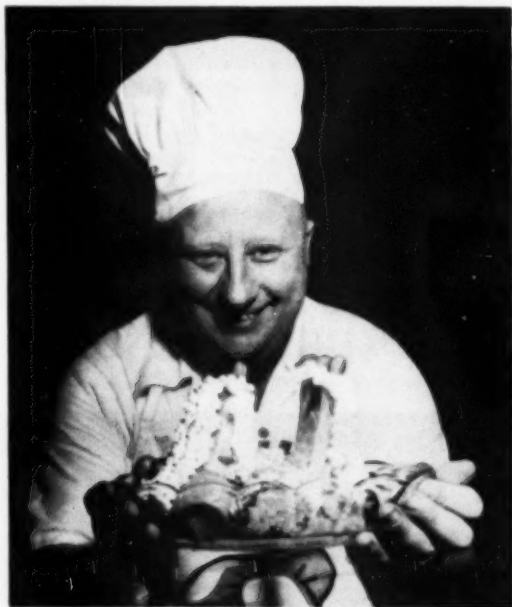
And it all started by accident. Eric and Henry Weile, former celluloid manufacturers, came to America from Germany in 1936, and opened a soda fountain. One day when Eric was ordering bananas for banana splits, he included six cantaloupes. By mistake he received six dozen.

To use them up, Eric began to experiment. He filled a cantaloupe with ice cream, then added whipped cream and all the trimmings. Thus was born the "Cantaloupe Sky-scraper," a creation that doubled Weile's business.

Originality, eye appeal, and good value are the factors to which Eric attributes his success. He prides himself on making no two creations alike. The test came one evening when a large party ordered twenty-two "Killer Dillers," a five scooper with bananas and trimmings. Eric came

through with flying colors. Each one was completely different!

Aside from the regular fruit, nut, and syrup blandishments, little gadgets are used to enhance appeal. The



ERIC WEILE displays the "Rembrandt," a seventy-five cent item consisting of ice cream, strawberries, syrup, whipped cream, cherries, colored sugar, and chocolate sprinkles.

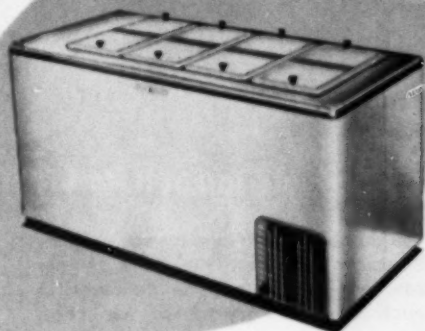
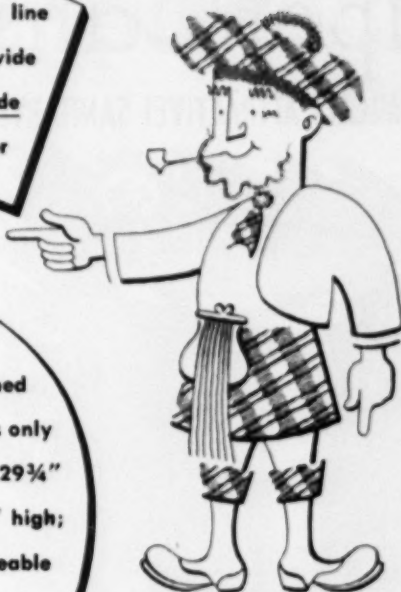
# here's a dollars and sense proposition

Buy  
Anheuser-Busch!

All Cabinets in the Anheuser-Busch line have been carefully engineered to provide more useable space with no increase in outside dimensions. This means lower initial cost per cubic foot of volume, as well as an additional saving from fewer truck stops for re-stocking.

Consider the standard self-contained 8-hole model shown. It is only  $64\frac{1}{16}$ " long,  $29\frac{3}{4}$ " wide, 33" high; yet has useable space of 14.7 cu. ft.! This extra useable volume means money in your pocket. Doesn't it make sense to save dollars with Anheuser-Busch?

Write, wire or phone us for further specifications and prices.



**ANHEUSER-BUSCH, INC.**

Refrigerated Cabinet Division • • • St. Louis, Mo.





# MORRIS

## Paper Cans

ECONOMICAL! ATTRACTIVE! SANITARY!



**Buy Cans As You Sell Ice Cream**

You do not have to own a year's supply of cans at any one time. 25% of your can requirements will be delivered in each calendar quarter of the year.

MANUFACTURED AND DISTRIBUTED BY

**MORRIS PAPER MILLS**

135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

**NATIONAL FOLDING BOX CO.**

NEW HAVEN, CONNECTICUT

Also Distributed by

**CHEMEX-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO.**

Branches in Principal Cities

"Indian Love Bowl," served exclusively for a girl and her date, is topped off by two dainty Japanese parasols. Other dishes boast flags, cocktail mixers and the latest, a small China horse.

The Weile brothers plan each individual dish with a comparatively small though adequate profit, and a maximum of effort and eye appeal. Their repeat business is so large that they use up approximately 20,000 gallons of Breyer's ice cream a year.

Though people drop in at the ice cream parlor at all hours, over sixty-five per cent of the business is done after nine. Customers vie with each other to see who can eat the largest concoctions. So far, the "Party Tumbler," one gallon for three dollars, the "Merry Go Round," and the "Rembrandt" are among the dishes that have been consumed at one sitting.

The "Rembrandt," selling for seventy-five cents, is made by first placing two huge scoops of ice cream in a banana split dish. Then, two thin bricks of ice cream are inserted in an upright position and the base is covered with strawberries and syrup. Next, the entire foundation is edged with whipped cream and covered with red and green cherries. Last, colored sugar and chocolate are sprinkled over the whole.

The "Pyramid," selling for eighty cents, is another favorite. An inverted ice cream cone is placed in the center of a large bowl. It is surrounded with eight scoops of assorted flavored ice cream. A scoop of raspberry sherbet is put on top with big piles of whipped cream. Colored sugar and cherries complete the dish.

The "Washtub," however, is the one that stumps the customers. So far, no one has been able to devour it alone. It costs six dollars, and consists of two gallons of ice cream, a washtub, an arch of cones, buckets of whipped cream, and streams of hot fudge.

Clever as these creations are, the Weile brothers' ideas don't stop at ice cream. Instead of the usual advertising methods, Eric edits and publishes *Weile's Gazette*, a four-page paper with 3,000 customers' names on the mailing list. The *Gazette*, which comes out four times a year, is enlivened with humor and earthy philosophy and contains a gossip column interspersing desserts with customers' names.

The menu, too, is original. The cover reads, "Looking for the Unusual?" In one corner is a picture of Henry; in the other, one of Eric. The center contains sketches of a pyramid, a monument, an artist's palette and several other objects for which the creations were named.

One well-known *Washington Daily News* columnist wrote recently: "I have always maintained that I could eat ice cream with the best of them, but the 'Washington Monument' really made me feel my age. Brother Henry says Eric is creative, but it seems to me that creative is a pallid word to apply to a mind capable of composing some of those recipes."

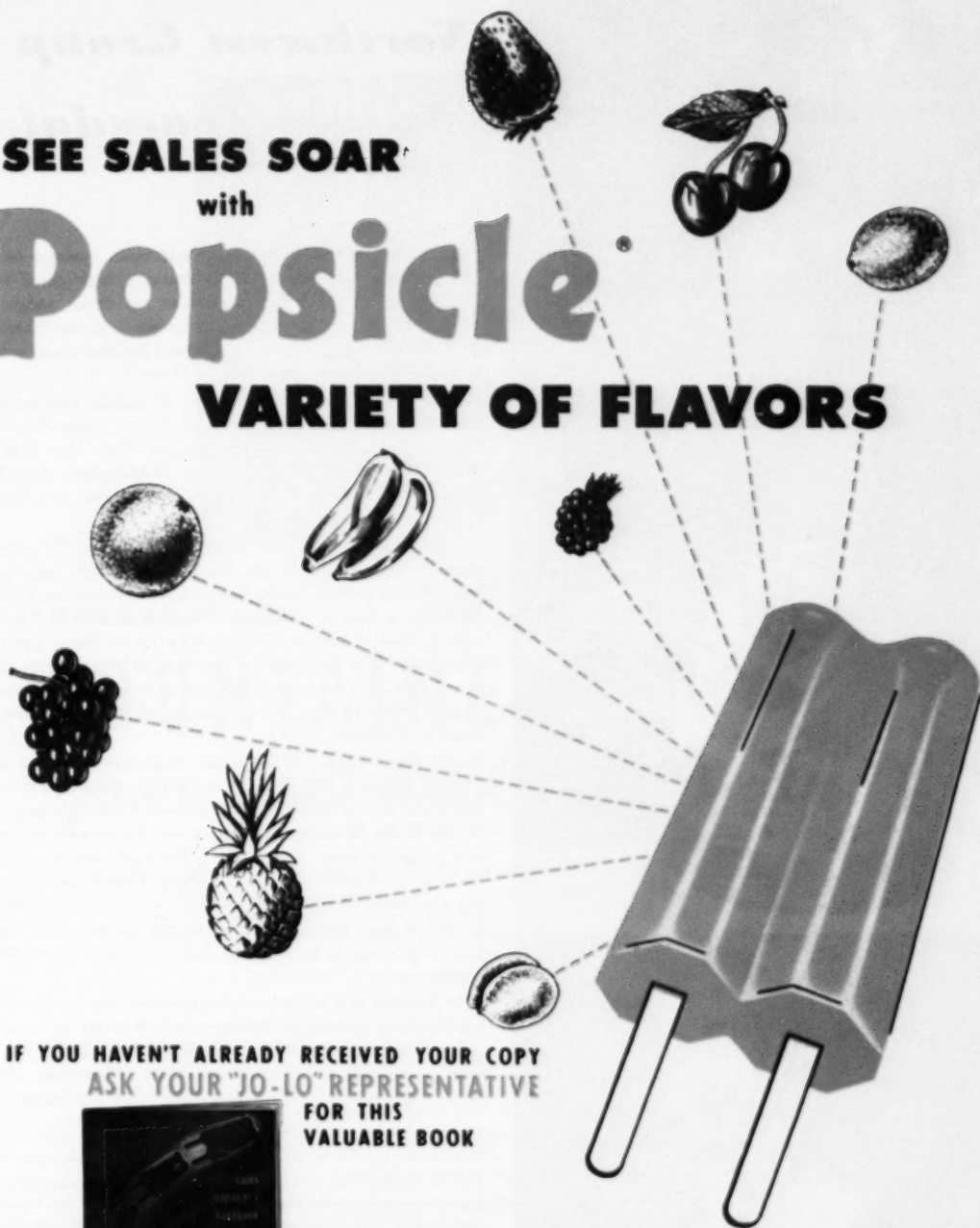
But whether creative is the word or not, the fact remains that Weile's is tops to discerning Washingtonians, who love to look at their ice cream as well as to eat it.

**SEE SALES SOAR**

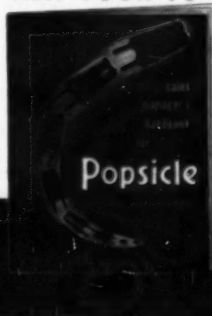
with

# Popsicle

**VARIETY OF FLAVORS**



**IF YOU HAVEN'T ALREADY RECEIVED YOUR COPY  
ASK YOUR "JO-LO" REPRESENTATIVE  
FOR THIS  
VALUABLE BOOK**



® "POPSICLE" is the registered trade mark of the JOE LOWE CORPORATION, New York, N. Y.

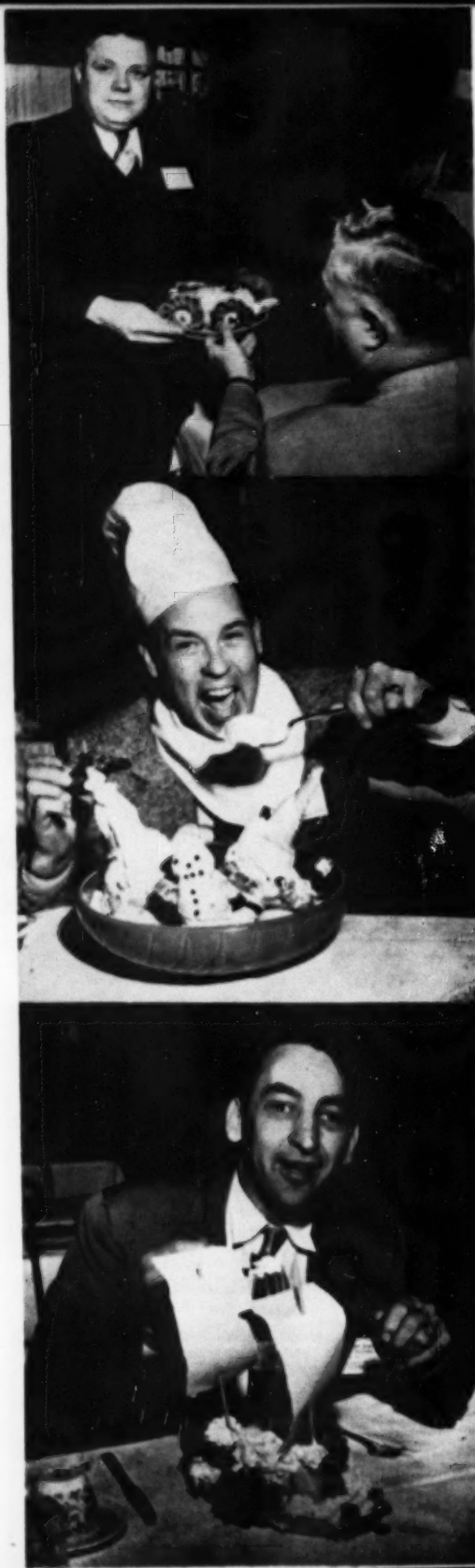
**JOE LOWE CORPORATION**

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## Northwest Group Names Truesdale

A THREE-DAY program of addresses, business conferences and selling demonstrations, highlighted by an ice cream breakfast and an ice cream judging contest, marked the 11th annual convention of the Northwest Association of Retail Ice Cream Manufacturers, held at Gearhart, Oregon, from March 21 to 23.

New officers elected were: Harry Truesdale, Beaverton, Oregon, President, succeeding Ralph Fowler, Kelso, Washington; Norman Fehr, Albany, Oregon, First Vice President; Howard Hunt, Vancouver, Washington, Second Vice President; Kenneth R. Jette, Portland, Executive Secretary-Treasurer (re-elected).

Top honors at the ice cream breakfast for the most original and delectable ice cream-for-breakfast creation went to Jim Sweatt, Dairy Cooperative Association, Portland, for a dish he christened "Wagon Wheels." There were a score of entries. Judges were Harry Burt, Tulsa, Oklahoma, Vice President of the National Association of Retail Ice Cream Manufacturers (the original "Good Humor Man"), and Ada Mayne of the Oregon Dairy Council, Portland.

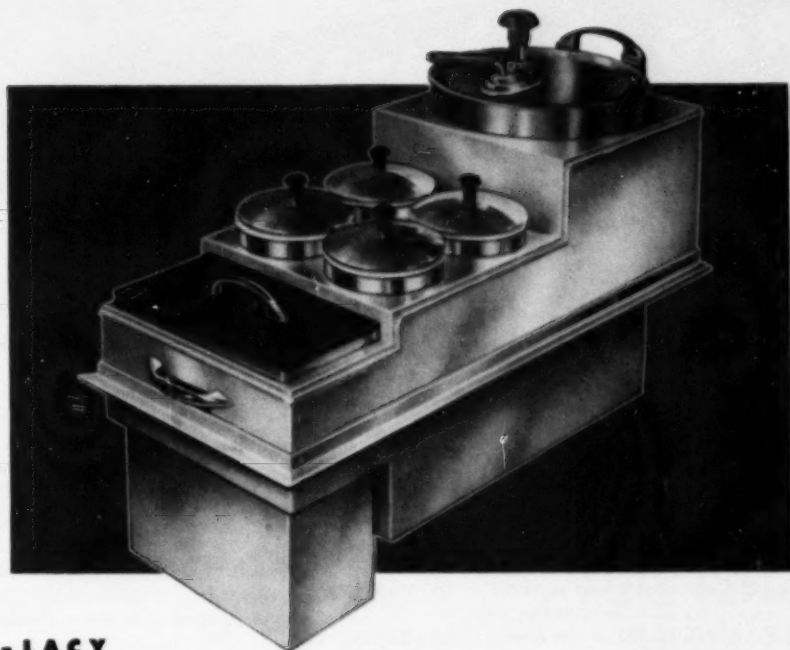
Fifty-four samples of ice cream from manufacturers in Oregon, Washington, Idaho and northern California were entered in the ice cream judging contest. Duff's Creamery, Walla Walla, Washington, with a score of ninety-six points, was judged winner. Harold Duff, Manager, was awarded the winner's trophy by Harv E. Duke, of the Dairy's Supply Company, Portland. Convention members voted Mr. Duke the most popular salesman in the territory. He was presented a trophy by Kenneth Jette in recognition of his popularity.

In another demonstration of interest in the Ice-Cream-for-Breakfast movement, leading members of the ice cream industry in Iowa met in Des Moines on March 20 for business sessions and an ice cream breakfast. More than 100 persons attended, according to member Guy M. Lambert.

---

GRAND PRIZE winner in the Ice Cream Breakfast concoction contest held as a feature of the Northwest Association of Retail Ice Cream Manufacturers' March convention was Jim Sweatt, Dairy Cooperative Association, Portland, Oregon. In the top photograph, Mr. Sweatt (left) presents his entry entitled "Wagon Wheels" to Harry Burt, the original "Good Humor Man," who served as contest judge. L. M. Hamilton looks on. In the center photograph, Larry Pease, San Francisco, enjoys his creation, "Twin Peaks." Al Call, Multnomah, Oregon, seems proud of his masterpiece (see bottom photograph) which he christened "Sailor's Delight." More than 250 persons attended the three-day sessions of the association.

---



**HELMCO-LACY**

# FOUNTAINETTE

*your best bulk salesman!*

By helping your retail outlets sell more bulk ice cream—you will do a bigger volume!

Ice cream manufacturers who merchandise with the Helmco-Lacy Fountainette are proving this by reporting tremendously increased ice cream sales to former "dry stop" accounts.

It stands to reason—a Helmco-Lacy Fountainette will turn any low gallonage stop—candy store, drive-in or refreshment stand—into a fountain of profitable sales. It's been proved a great volume builder by ice cream manufacturer from coast to coast.

At only \$99.50 retail, the H-L Fountainette which turns every standard freezer cabinet into a syrup and flavor dispensing fountain, is your best merchandising aid . . . and it pays for itself out of increased volume.

Make this coming season the greatest yet for ice cream profit—do what ice cream manufacturers all over the country are doing—merchandise with the H-L Fountainette—write now for details and your cost.

*Now celebrating 25 years of service to the fountain industry.*



DOUBLE WARMERS



HOT CUPS



FUDGE WARMERS

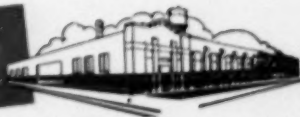


SERVICE STATION

1215 Fullerton Ave., Chicago 14, Ill.

Eastern Sales Office: 122 E. 25th St., New York 10, N. Y.  
Western Sales Office: 950 S. Flower St., Los Angeles 15, Cal.

*Helmco-Lacy*





# Ice Cream Carnival A Hit!

**I**NDEPENDENCE, Missouri, is noted for many things. Among others, it is the home of President Truman, and it was the starting point of the old Santa Fe and Oregon Trails.

Another noteworthy thing about Independence is its up-and-coming bunch of business men, who aggressively combat the handicap of being in the shadow of Kansas City, which is only a few miles away.

Independence business men are large advertisers and often stage promotions which are outstanding. For instance, one Independence druggist recently staged an "Ice Cream Carnival" that caught the attention of the whole town and did just what it was supposed to do: sell a lot of ice cream (and other merchandise, too).

Arch D. Woods, owner of the Brown Drug Company, with one downtown store and another in an outlying shopping center, was the promoter of the carnival. The idea was suggested by his supplier, Franklin Ice Cream Company, makers of XX Sealtest Ice Cream, who gave much valuable assistance in the promotion.

The two-day week-end carnival was announced in a full-page newspaper advertisement which was replete with carnival trimmings, such as clowns, side shows, and banners. The entire ad was devoted to ice cream, fountain dishes and ice cream novelties. Each item featured was pictured and given big space. (See accompanying illustration.)

Special prices were quoted for the two days on many items. For instance, 20c sodas and chocolate sundaes were priced at 16c; 10c cones and nutsicles at 9c; 25c malted milks at 19c; 35c banana splits at 29c; and so on.

In addition to the newspaper ad, handbills and bundle stuffers furnished by the Franklin company were distributed for several days before the carnival, so Independence people were made thoroughly aware of the taste treat in store for them.

Franklin XX made further contribution to the festivity and success of the occasion by furnishing big streamers for the outside of the stores, window posters, and banners that were strung on wires inside the stores. All these carried forward the carnival theme.

Note that this was a midwinter promotion: it took place early in February. As Mr. Woods says, "An off-season promotion like this is valuable in increasing immediate sales, getting people in the habit of eating more ice cream at this time of the year, and as a stimulus to other departments by bringing more people into the store."

"The promotion's primary objective of selling more ice cream and getting more people acquainted with our fountain service was realized beyond our expectations," Mr. Woods states. "The secondary results were just as gratifying, for all departments of the store profited from the extra traffic created by the carnival. Sales other than ice cream actually brought several hundred dollars more into the tills of the stores than on the usual weekend.

"We feel that profits from this promotion can not be totaled for a good while to come," he suggests. "It should bring returns for a long time. We know it induced many new customers to come to our stores and brought back old ones that we had not seen recently. Many of these can surely be counted on for future business, so getting them in the store in this way should stimulate sales over a considerable period of time."

The Franklin Ice Cream Company cooperates with many of its dealers in promotions of this sort. Taking the results of this one as a fair example, this dealer-manufacturer cooperation should add many extra dollars to the profits of both.

**Look At This!**  
**BIG ICE CREAM CONE**  
10c

**BANANA SPLIT**  
29c

**ICE CREAM CARNIVAL**  
Celebrate With These Special Savings at our Two Retail Stores!  
The Rule of Independence  
XX Sealtest Ice Cream  
Available at Both Independent  
and Department Stores  
These Prices Are Good  
Feb. 10-11

**"THE 5 IN 1 FAVORITE ICE CREAM"**  
16c

**ICE CREAM**  
10c

**MALTED MILK**  
19c

**HALF GALLON**  
98c

**SODA**  
16c

**CHOCOLATE SUNDAE**  
16c

**BROWN DRUG CO.**  
1001 N. 10th St.  
INDEPENDENCE, MO.



# A NEW LARGER Open Top

ICE CREAM  
MERCHANDISER



*with*  
**FULL LENGTH  
OPENING  
FOR MORE  
SELL-ABILITY**

NEW MODEL O-12  
**12** Cubic Feet  
CAPACITY  
Holds 600 Pint Pkgs.

## *Here's What You Get* **A Complete Cabinet NO EXTRAS TO BUY**

- ★ Refrigerated Partitions
- ★ Product-Price Strips
- ★ Flood Lighting Superstructure
- ★ Plate Glass Side Wings
- ★ 4 Color Kodachrome Picture Superstructure
- ★ Removable Night Cover

Here's the big new Schaefer Open Top Ice Cream Merchandising Cabinet with that full length opening and everything you've asked for. Compare feature with feature. Compare what you get. Then compare price. Don't be misled. Schaefer gives you more and costs you less.

# Schaefer

SINCE 1929 • MINNEAPOLIS

Manufacturers of Schaefer Ice Cream Cabinets, Display Ice Cream and Frozen Food Merchandising-Display Cabinets, Pub-A-Way Home and Farm Freezers.

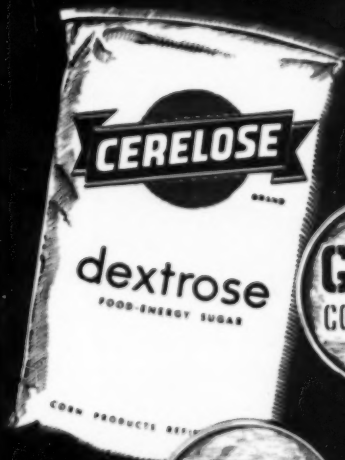


***better your product  
better your sales...***



Full technical service, no obligation  
**CORN PRODUCTS**  
REFINING COMPANY  
17 BATTERY PLACE • NEW YORK 4, N. Y.

**ICE CREAM** manufacturers have found Puritose "high conversion" Corn Syrup performs better... is of consistently uniform high quality. In the manufacture of ices and sherbets Cerelease has won much favor... producing smoother products with a minimum of ice crystals.



Globe, Cerelease and Puritose are registered trade marks of Corn Products Refining Company, New York, N. Y.

Backbar streamers, counter displays, magazine, newspaper and radio advertising will focus the attention of the public on three ice cream recipe contests to be conducted this season by ice cream manufacturers in conjunction with the Sealright Company. Here's news of a promotion designed to spur sales and win friends for the industry.



## Wanted: Unusual Recipes

**I**N its twenty-seventh national advertising merchandising program to help sell ice cream, Sealright Company, Inc., is entering the national contest field throughout the United States and Canada. Contest plans were announced recently by C. E. Rondonanski, Advertising and Sales Promotion Manager of the Fulton, New York firm.

Three separate national consumer contests for unusual ice cream recipes will be sponsored by ice cream manufacturers as their own promotions in their own markets. A Packard sedan is the grand prize and thirty valuable Westinghouse products including three sixteen-inch screen television sets are posted for the contests.

The contests will be promoted in full page ads in *The Saturday Evening Post* and in a nation-wide direct mail and publicity campaign conducted by Sealright. The ice cream manufacturers will co-ordinate their local campaigns with this national advertising with the following material prepared for their use: colorful counter displays serving as dispensers for the contest entry coupons, attention-getting backbar streamers announcing the contests, newspaper advertising mats and radio advertising material and newspaper and radio publicity information for the local tie-in.

The first contest will open May 24 and will end June 30. The second contest is scheduled from July 1 to August 15. The third contest will run from August 26 through September 30. The winner of the grand prize will be announced in *The Saturday Evening Post* on October 21.

The list of ten identical prizes for each of the three con-

tests follows: Westinghouse television set, 16 inch screens, and Westinghouse Laundremat, clothes dryer, deluxe refrigerator, electric range, waste away, (electric garbage disposer), cabinet dishwasher, home freezer, roaster with cabinet and Mobilair ventilating fan.

Contestants will be asked for their most unusual and delicious recipe for serving ice cream. They will be asked also to complete with not more than 25 additional words the following sentence: "I prefer to buy ice cream packed in Sealright containers because. . . ." They will have to include with their contest entry the Sealright Sanitary Emblem cut from a Nestle or a cylindrical ice cream container or ice cream cup.

The contests will be judged by the R. L. Polk Company of Chicago which is widely known for its specialization in judging national popular participation contests.

J. L. Dolphin, Sealright Vice President in Charge of Sales, in outlining the contests to a group of manufacturers, said "We are convinced that our merchandising job is only beginning when we sell the ice cream manufacturer our products. Sealright's policy is to help him merchandise his ice cream with every advantage that good packaging should give him.

"With public interest in big prize contests at its height, we decided that contest excitement would make for a nationally-powerful form of co-operation with our ice cream manufacturing friends this season. It is their program over their own names in their own territories."





# MATHIESON

*is located to serve you*  
**DRY ICE *FAST***

● Look at the spread of Mathieson's 16 dry ice warehouses. Notice how they blanket the area — New York to New Orleans. Each is strategically located to give you the Dry Ice service you need... swift, reliable, profit-saving delivery.

But there's more to service than prompt delivery. Mathieson has the answers for you on efficient Dry Ice storage, handling and use through research and long experience in this field.

Check the location of the nearest Mathieson distribution point and get better service and better utilization of Dry Ice. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Maryland.

#### MATHIESON DRY ICE WAREHOUSES

ATLANTA, GA.  
BALTIMORE, MD.  
BIRMINGHAM, ALA.  
CHARLOTTE, N. C.  
CHATTANOOGA, TENN.  
GREENSBORO, N. C.  
JACKSONVILLE, FLA.  
KNOXVILLE, TENN.  
MEMPHIS, TENN.  
NASHVILLE, TENN.  
NEW ORLEANS, LA.  
NEW YORK, N. Y.  
NORFOLK, VA.  
RICHMOND, VA.  
SALTVILLE, VA.  
WASHINGTON, D. C.

**Mathieson**  
CHEMICALS

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH

## Modern Packages

from page 34

outlet and dealer level is so important that I think we should consider it for a moment here. Briefly, here are a few points easy to remember in favor of packaged ice cream.

1. Shrinkage loss—air or overrun is reduced by the use of pre-packaged cartons.
2. Lack of uniformity in bulk.
3. Time and labor cost with bulk.
4. Customer must wait with bulk.
5. In a recent New York test on hand dipping, seventeen out of twenty people preferred packaged ice cream to the dipped variety. In hand dipping thirty per cent to forty per cent of the air cells are squashed. The average dealer can not expect to dip more than twelve to fourteen quarts out of the average twenty-quart can.

Ice cream packages are being improved constantly. Paper is being upgraded, and better wax and waxing methods are being developed. The result is greater strength, more resistance to moisture, better outside gloss, and a more attractive carton generally.

The paraffined carton protects the ice cream all the way from the plant to the consumer's table.

I should like to underscore the next statement I am about to make. Here it is: *Efficient packaging is one of the surest ways of reducing distribution costs.*

An incredibly few years ago the emphasis was on production. Scientists, the Engineer, the Creative Genius who could make two blades of grass grow where one grew before, were the key men. The emphasis was on production, and distribution was taken for granted. Today the emphasis very definitely is on distribution. We have proved in this country that we can make anything in quantity, but we have not yet proved that we can sell all that we can make. And this certainly goes for the ice cream industry, too, because our curve you know hasn't been going up recently. It has been going down. And why? Not because there is a lack of consumer demand. But there is a lack of constructive, vigorous, aggressive salesmanship in our industry. People have more money today than ever before. They have 200 billions of dollars in savings. We have 150 million people in this country. That means \$1300.00 in savings for every individual in this country. What are we waiting for?

In this industry we are shooting for a billion gallons of ice cream a year. Do you realize that if we sold an extra pint of ice cream per person per week that this would put us over our billion goal mark?

I say to you that aggressive salesmanship and modern merchandising methods form a pattern of progress and volume that could very easily be the means of doubling today's per capita consumption of ice cream in the United States. This is our challenge, and I refer to it as opportunity unlimited.

IN THE MIDWEST . . .

## CREAM CONE MACHINE CO.

supplies  
the cones  
for

FROZEN DRUMSTICK

AND

MR. BIG



in

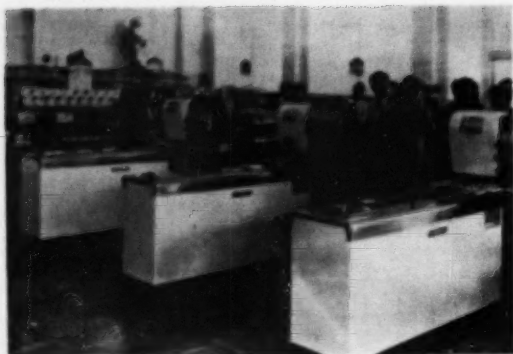
Western New York  
Western Pennsylvania  
West Virginia  
Western Virginia  
Northern Tennessee  
Kentucky  
Indiana  
Ohio  
Illinois



## THE CREAM CONE MACHINE CO.

1195 Essex Avenue  
Columbus, Ohio

1710 Luett St.  
Indianapolis, Indiana



# The "ABC's" of Merchandising

By W. F. SWITZER

Commercial Sales Manager  
Frigidaire Division, General Motors Corp.

**A**DOLPH PREVOST, a veteran grocerman of long standing in Antioch, California, has put his wide knowledge of food retailing to profitable use in a new streamlined self-service market opened recently in Antioch, which is completely modern in nearly every detail. Mr. Prevost named the new establishment the "ABC" market.

The new self-service supermarket contains a general merchandising area about 60 by 107 feet in a building 60 by 128 feet in length. Included in the new store are: A fresh fruit and vegetable department; a fresh meat department; delicatessen section including frozen food display cases; a cutting and wrapping room and walk-in cooler. In addition, there is a packaged liquor department about 26 by 46½ feet near the check-out stations, near the front entrance. The meat, vegetable and delicatessen sections bound the two side walls and rear of the area.

About 140 linear feet of lustrous Frigidaire display cabinets of the self-serve variety are employed to stimulate "impulse buying" by putting an attractive flood of fresh packaged meats, vegetables, fruits, beverages, dairy products and frozen foods at the customer's fingertips.

These cases have a number of definite advantages when it comes to increasing the product turnover, speeding up

store traffic and conserving time necessary for reloading. Merchandise is attractively displayed, easy to see and easier to buy. Proper cooling keeps food products fresh and attractive at all times.

The ABC market's merchandising pattern is a thorough one—right on down to the checkout stations where the customer pays his bill when leaving. Forming an extension to each pay station counter are three Frigidaire self-contained four-lid single-row ice cream cabinets. Here again customers can help themselves. Frozen delicacies are easy to reach and buy just before the shopper settles for his purchases. (See accompanying photograph.)

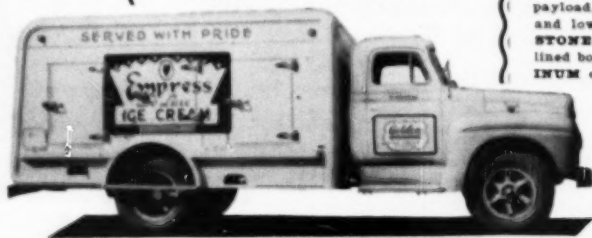
Although the opening of the ABC market was a new venture for Mr. Prevost, it can hardly be said that he is a newcomer to the grocery and market business. Although he is only thirty-nine years of age, Mr. Prevost has already put seventeen years of across-the-counter dealing behind him.

Needless to say he is thoroughly acquainted with the "ABC's" of the retail grocery picture and is completely aware of the important role that modern refrigeration is playing in it. His new "ABC" market is "proof of the pudding."

IT'S A  
LIGHT-  
WEIGHT  
"CHAMP"

by  
*Keystone . . .*

**ALL-ALUMINUM!**



KEystone WAGON WORKS, INC.  
Founded 1941  
2nd & Norris Sts., Phila. 22, Pa.

To those who demand maximum payload, together with ruggedness and low maintenance cost. KEYSTONE suggests modern, streamlined bodies in lightweight ALUMINUM construction . . . with efficient lightweight insulation. The 900 gallon style illustrated, mounted on a standard chassis, features 3 doors on both sides for accessibility; self-contained compressor with hold-over plates, and many other exclusive KEYSTONE features. Prices and details on request.

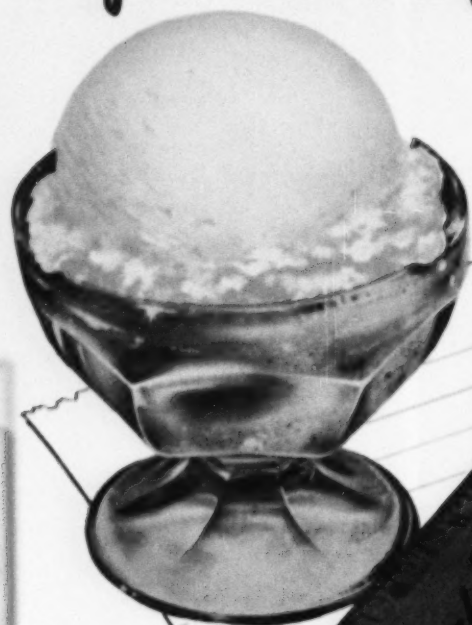
WRITE TODAY

P  
RODUCTION

series



# A Good Rule to follow for **STABILIZERS**



\*Every gallon of ice cream, sherbet and fruit ice starts out as so many pounds of raw ingredients. It is the *Quality* of those ingredients that makes a *Quality* product. National Pectin Products is proud of the *Quality* of its products. We invite you to write for sample quantities . . . to try National's *Quality* stabilizers.

*National*

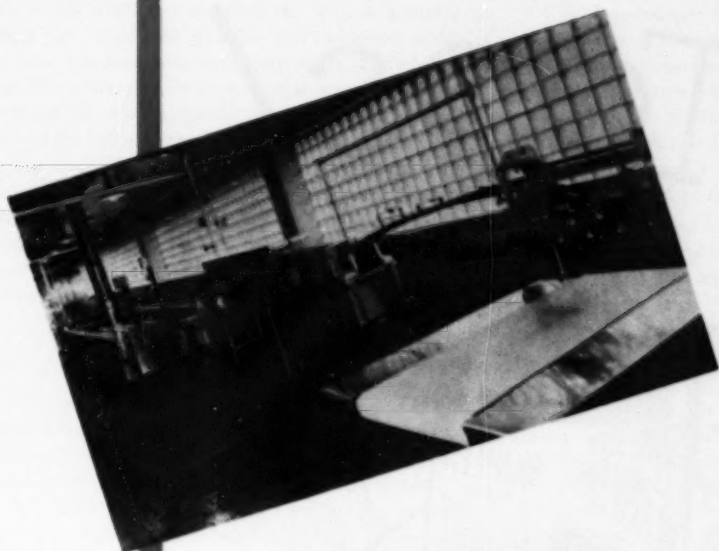
2656 W. CULLERTON ST.



*Company*

CHICAGO 8, ILLINOIS

**You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier**



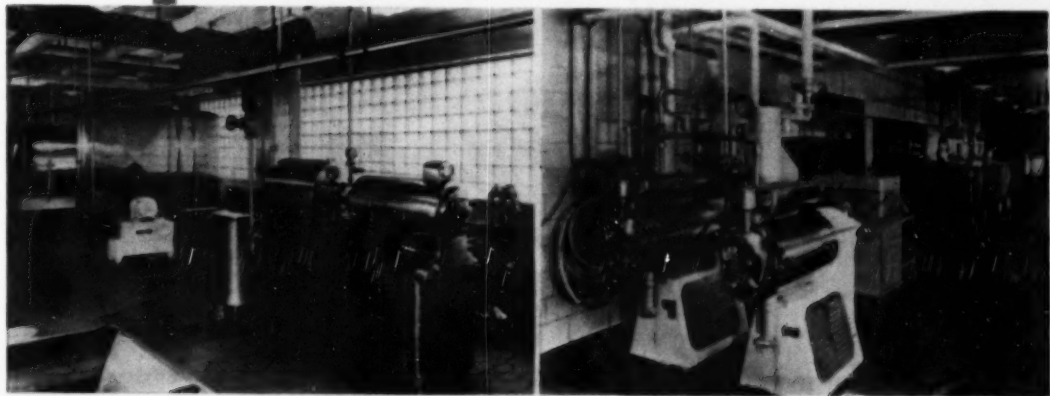
KEY NOVELTY equipment in the Klein Dairy Products (Cullman, Alabama) plant was installed by Ice Cream Novelties, Inc. of New York City, and is pictured at the left. For detailed description, see the accompanying article. At the bottom of this page are shown two interior views of the Klein plant, illustrating the extensive use of Cherry-Burrell equipment. The Klein manufactory is one of the most modern in the South, if not in the entire country, as is evident from these photos which appear here through the courtesy of the Cherry-Burrell Corporation.

## NOVELTIES... AND HOW!

**G**O North, South, East, or West and you're not likely to find a more modern ice cream plant than the one operated by Klein's Dairy Products in Cullman, Alabama. To hear C. H. Klein, owner, tell it, modern machinery in the manufactory is largely responsible for the successful business currently being enjoyed by his firm. In fact, he estimates that production has been increased by better than fifty per cent per man hour as a result of the installation of up-to-date equipment.

The overall capacity of the Klein plant is 3000 to 4000 gallons of ice cream and 3000 to 4000 gallons of milk daily. But lately, the firm has expanded its ice cream department to include a full-scale novelty section, and this recent innovation has blossomed into a profit-producing bonanza, which turns out 1000 to 1200 dozen specialties per hour.

Speaking of bonanzas makes one think of the "Bananza Bar," the newest addi-



# Tops!



*foote & Jenks*  
*Vanilla*

FOOTE & JENKS • • JACKSON . MICHIGAN

tion to the Klein line of novelties. This is a vanilla ice cream bar coated with chocolate and containing a slice of banana. The item joins such stand-bys as the Fudgie Frost Bar, Pluto Bar, and Icy Frost Twins, among others, which comprise the regular novelty assortment shipped periodically to the firm's fifteen wholesale ice cream routes.

The equipment utilized to turn out the Klein novelties and specialties is made of stainless steel, and is arranged in an elliptical pattern in the plant to increase efficiency and production. Easy accessibility of the automatic machinery permits disassembling for cleaning in less than three minutes and no special tools or help of any kind are required.

### Novelty Equipment

Novelty machinery consists of a liquid mold filler, brine tank, defroster, chill tunnel and enrober (dipping tank for coating bars), Bagby package filling machine, stick conveyor, mold conveyor, and Anderson stick dispenser.

The mold filler is engineered for precise, economical operation, and is designed to increase stick confection production. An easily adjustable electronic control regulates filling to a desired level. The control is set for a number of seconds, at the end of which time it cuts off the machine and stops delivery.

Only seven men are employed to handle the entire novelty equipment.

The shell-and-tube brine tank, built by Vaden Tank Corporation, is completely enclosed with smooth, straight sides, free of obstructions. Brine is circulated by a specially designed screw-type propeller that maintains high velocities needed for fast production. The tank has a capacity of seventy-two molds or 144 dozens to a cycle, and completes six cycles an hour. A temperature of  $-30$  degrees Fahrenheit is maintained by the tank.

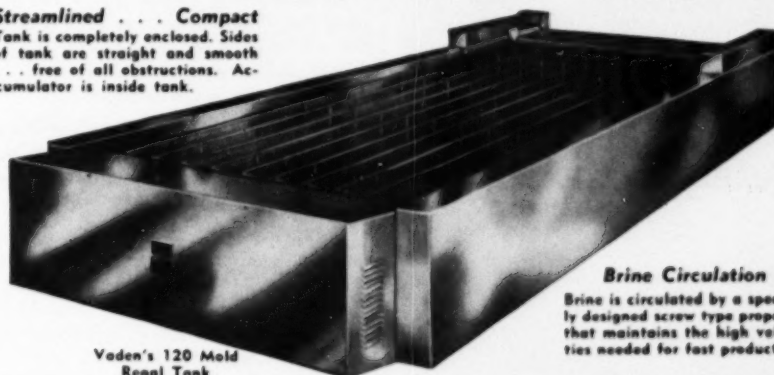
The defroster and the automatic chill tunnel enrober are next in line. When a stick holder of novelties is put in the tunnel, the holder trips a micro switch, bringing up a bucket of chocolate to cover the novelties. The machine is set to cover or coat the bars to a certain height.

The chill tunnel enrober and a late model bagging machine, developed by Ice Cream Novelties, Inc. of New York City, are two of the most important machines in the entire layout, especially the bagger, from a production standpoint. The bagger, with a capacity of 1000 dozen chocolate coated bars an hour at full speed, is the major labor-saving device in the plant, according to Mr. Klein. The machine allows quicker production and cuts down on manpower. (See photograph at top of page 57.)

The bagger is entirely automatic. When a stickholder moves into the conveyor, it trips a handle to release the novelties onto a track which moves them forward to chutes where they are dropped into bags. The novelties then fall down onto a belt conveyor which moves them out for box-

## A SIZE FOR EVERY PLANT

**Streamlined . . . Compact**  
Tank is completely enclosed. Sides of tank are straight and smooth . . . free of all obstructions. Accumulator is inside tank.



Vaden's 120 Mold  
Regal Tank

### Brine Circulation

Brine is circulated by a specially designed screw type propeller that maintains the high velocities needed for fast production.

## VADEN SIX CYCLE BRINE TANK

In big plants . . . in little plants, in practically every state and many foreign countries, novelty producers are amazed at the incomparable speed and efficiency of Vaden Six Cycle Novelty Tanks. In fact, some users have reported as high as  $7\frac{1}{2}$  cycles per hour of continuous operation. **VADEN GUARANTEES SIX CYCLE HOURLY PRODUCTION ON 3 OUNCE ICE CREAM BARS with  $28^{\circ}$  F. Refrigerant.** Tank comes ready to install. Simply connect suction and liquid lines, wire motor connections, and you're all set.

Add new efficiency to your plant with Vaden Pneumatic and Hydraulic Mold Pushers

Wire or Write For Complete Information

### VADEN ENGINEERING COMPANY

"The Ultimate in Refrigeration"

3045 Pine Street

Abilene, Texas





- POLYCOID "B"
- MIXACOID
- ATMOS

**for Making  
Quality Ice Cream**

*Originators of Emulsification  
for Ice Cream*

**R. C. MOENCH & CO., INC.**

11 Park Place

New York 7, N. Y.

ing by operators. The novelties are stored in the hardening room directly behind the boxing table.

An Anderson vertical stick dispenser, a stick conveyer, and mold conveyer comprise the remainder of the novelty equipment.

Modern machinery is featured throughout the entire Klein plant as well as in the novelty department. The plant has a Vogt ice cream freezer, capacity 200 gallons an hour, and two triple-dash Cherry-Burrell ice cream freezers, capacity eighty gallons an hour each. (See the photographs on the bottom of page 57.)

Other equipment includes two 500-gallon mix holding tanks, a 500-gallon processing tank for making ice cream mix, direct-expansion milk cooler, capacity 6000 pounds an hour, a 1000-gallon holding tank for raw milk, a clarifier and cooler, an 8-wide bottle washer, a sweet water maker, an HTST 6000 pounds-an-hour pasteurizer, a bottle filler, two viscolizers, a Sealright Sealon Hooder, capacity fifty quarts a minute, and a spray vat on casters, with flexible steam and electrical connections allowing it to be rolled anywhere in the plant.

#### **Building Is One Year Old**

The Kleins Dairy Products new building, formally opened in May, 1949, is fully as modern as the machinery it houses. The two-story, reinforced concrete structure is 122 x 150 feet and the main manufacturing plant is 150 x 60 feet.

An office and a store and milk bar are located in the front end. Glass blocks run all way down the 150 foot side next to the street and across the front of the top story. The ground story has glass blocks down the same 150 foot side to the milk bar and store.

The boiler room and ice machine are across a 20-foot inside driveway at the rear of the main building. A truck repair shop and storage room are located in the main building.

The building is completely air-conditioned, with two forty-ton capacity compressors using the same system for heat and cooling. Floors, walls, and ceilings are of ceramic tile throughout the building. This is the only plant in the South that has tile ceiling, in addition to tile floors and walls, according to Mr. Klein.

The upper story has a large auditorium which is used for training routemen, for company meetings, and by Cullman civic clubs for meetings.

In Cullman and surrounding counties, the name "Klein's Dairy Products" is a synonym for progress. For from the time the firm was founded in 1924, at which time profits were limited to milk and butter sales, to the present day, its status as a leading supplier of dairy foods has been marked by continuous growth. There is every reason to believe that this progress will continue for years and years to come.

# NEW!

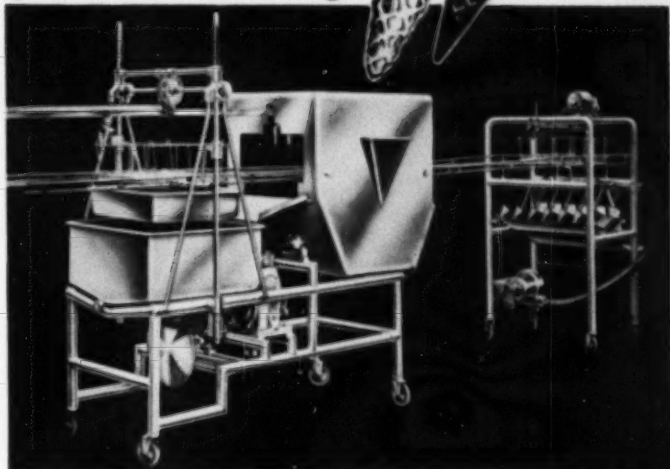
## Sensational



## All-Automatic DRUMSTICK EQUIPMENT

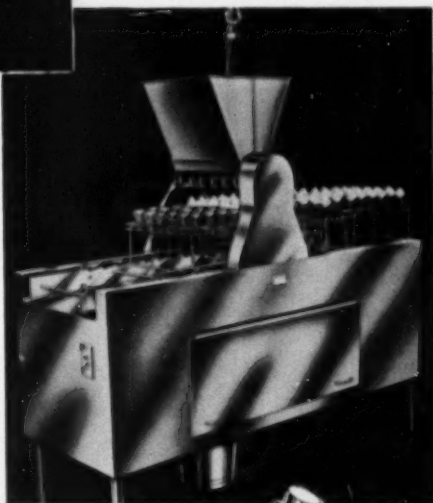
Up To  
**1,080 DOZ.**  
(12,960 DRUMSTICKS)  
**PER HOUR**

Ice Cream Manufacturers have long recognized Frozen Drumsticks as "the" ice cream confection that has everything. Now, at long last... a new, completely automatic machine that eliminates all problems encountered in the past.



### AT LAST... AUTOMATIC EQUIPMENT FOR MAKING "DRUMSTICKS" AND "MR. BIG"

- **EFFICIENT:** More than doubles your production with half the labor. High Speed—Low Cost!
- **CLEAN:** All-Automatic, fills the cone, chocolate dips, covers with nuts... and bags.
- **UNIFORM:** Every Drumstick alike... no waste.
- **NO CAPITAL INVESTMENT:** Installed by Drumstick, Inc., on a loan basis, costing you less than actual ownership.
- **DELIVERY:** As rapid as possible, in order of confirmed lease contracts.



WRITE, WIRE OR PHONE  
FORT WORTH Fortune 2932

## DRUMSTICK, INC.

P. O. BOX 1542

FORT WORTH, TEXAS

"AMERICA'S FINEST ICE CREAM CONFECTIONS"





## Vogt's Sends Specialties Home



**H**OME delivery of novelties, specialties, and other varieties of ice cream was instituted in New Jersey on an unprecedented scale last month by Vogt's Ice Cream, Inc., of New York City.

The company placed in operation twenty Amerio refrigerated trucks and assigned them to routes in fifteen cities and towns in Bergen County, New Jersey. Each truck carries twelve different ice cream products, including ice cream on-a-stick, sandwiches, cups, ice tray pints, and half-gallon containers. In addition, related items such as sundae toppings are available from the drivers.

### Seven Days Per Week

Each home on each route is visited twice a day, according to a spokesman for the ice cream concern, who pointed out that the firm's Englewood, New Jersey, plant is the focal point for the operation. Arrival of the trucks is arranged to coincide with "menu-planning time"—that is, late morning and mid-afternoon.

The trucks proceed according to a seven-day-per-week schedule. Deliveries are made "as regularly as the milk-

man's and more frequently than the postman's," the spokesman said. It is not necessary for the housewife to order in advance, as the trucks carry enough ice cream to meet average requirements.

Vogt's officials pointed out that the truck do not comprise a street-vending operation. Drivers will not stop on street corners or anywhere along their routes except at places of residence to dispense the ice cream.

Attention of Bergen County citizens was focused on the new service by means of a highly-unique promotion. Fred C. Vogt, veteran ice cream manufacturer, thought that the best way to introduce his product was to give it away free, and this he did to the tune of 25,000 cups of vanilla ice cream.

### "Operation Ice Cream"

But that wasn't all. It's *how* he did it that makes a story—a story which takes in a helicopter, a masked flier, an air lift, thousands of enthusiastic youngsters, and scores of New Jersey police.

"Operation Ice Cream" began early the morning of April 15 when a helicopter carrying Mr. Vogt and piloted by a masked flier settled on the roof of the plant in Englewood amidst the screams of thousands of small fry. The arrival of the helicopter was the signal for the opening of doors on one of the greatest ice cream free-for-all of all time. (Mr. Vogt himself supervised the give-away at the plant—see the photograph at the bottom of this page.)

Promptly at 10:30 A.M., the masked flier took off in his helicopter with an ice cream driver-salesman as his com-

### *topic of the month*

panion. He piloted the plane to Cresskill and deposited his passenger alongside the refrigerated ice cream truck stationed earlier in the town's athletic field. The salesman unlocked the refrigerated truck and began distributing the free ice cream to all those who had congregated, while the helicopter returned to Englewood, prepared to pick up its next human cargo.

In this fashion, driver-salesmen were called for and transported to Rochelle Park, Saddle River Township, New Milford, River Edge, Paramus, Maywood, East Paterson, Tenafly, Dumont, Fairlawn, Bergenfield, Teaneck, and Hackensack. The first driver arrived at his destination at 11:00 A.M. and the last at 3:25 P.M.

In each community, thousands of persons, mostly youngsters, were attracted by the masked flier and his helicopter as well as by the prospect of free ice cream. Police chiefs were forced, in some instances, to make urgent calls to the Vogt plant for more ice cream in order to avoid rioting. In each case, additional ice cream was dispatched in speedy delivery trucks.

Before the day was over 25,000 free samples of ice cream has been distributed in the Englewood plant and on the playing fields of Bergen County, and at sundown not a housewife in the area was unaware that the next day would mark the inauguration of Vogt Ice Cream Company's home-delivery service.

The biggest "ice cream air lift" in the history of the world had come to a successful conclusion.



ICE CREAM FIELD, May 1950



**IN THE EAST...**



**FROZEN  
DRUMSTICK**

**taste  
better...**

**S & S  
CONE  
CORP.**  
supplies  
the  
**COATED SUGAR CONES**  
that make

**MR. BIG**



**sell  
better...**

**S&S CONE CORP.**

537 Tiffany Street

New York, N. Y.

Largest Manufacturers of Sugar Cones

## Ring Up Sales

—from page 29—

who rings door bells. Each day, Monday through Friday, she visits a different residential neighborhood in the city, driving leisurely in an appropriately painted and decorated automobile throughout thickly peopled areas before arriving in the particular neighborhood in which she is to work. When she reaches this section she stops on as many different streets as time permits, goes up to one or two houses on each street, and rings the door bell. When her ring is answered, she asks if the occupant has any part of any of the manufacturer's product on hand—in the original package. If so, the Belle-Ringer presents a certificate which is redeemable for a cash award when presented at the manufacturer's office. If the occupant of the house doesn't have any of the products on hand, the Belle-Ringer presents a certificate redeemable for a quart of ice cream at any dealer store.

Invariably the Belle-Ringer is invited into the house while Mrs. Housewife gets out her package of ice cream—or explains: "Well! If I had just known you were coming! We *always* eat that kind of ice cream—have for simply years and years, but just don't have any at the moment, etc., etc." During this little tête-à-tête, Belle-Ringer explains the virtues of "Our Brand" of ice cream—why it is really better than others—how it is made, and winds up with a few recipes and unusual uses of ice cream.

To equip the Belle-Ringer with this knowledge, she spends several days in the plant getting a "short course" education in the arts and science of ice cream making. A few hours spent with a home economist familiar with the industry provides her with a store of information.

Before leaving each home, the Belle-Ringer leaves appropriate literature on "Our Company"—and on ice cream in general. When no one answers her ring at a house, the Belle-Ringer hangs a little card on the door knob announcing the fact that she has called.

The first winners of cash awards were photographed with the ice cream operator presenting the cash award. These photos were used in newspaper ads. All winners were conducted on a tour of the plant, and of course everyone interviewed by the Belle-Ringer was invited to inspect the plant.

The number of cash awards made was controlled day to day by having the Belle-Ringer stop working residential calls after having awarded the limit specified by the manufacturer. The number of calls required per day before reaching the limit of cash awards averaged about twenty. After that, she spent the balance of the day in dealer stores spreading good-will in large doses both to the dealer and to his customers. To do this, she made herself useful by acting as "bus boy," waitress, baby tender, or any other little chore that she could find. She also distributed booklets on ice cream. At the end of each day, the Belle-Ringer turned in to the manufacturer's office a complete report cov-

(Continued on page 90)

# FULTON



THE  
PERFECT  
MOLD  
FOR  
STICK  
CONFECTIONS

Lead the field with this exciting news

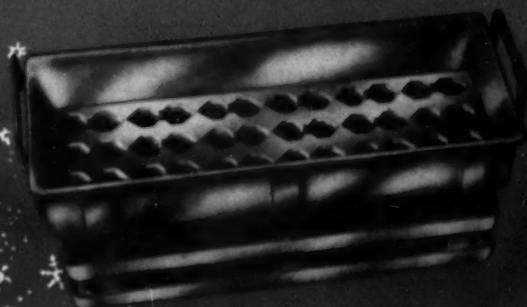
*"No royalties to pay!"*

That's right, there are no strings on your outright purchase of Fulton Molds!

SINGLE MOLDS AVAILABLE IN 2, 3½, 5½ AND 8 OUNCES

TWIN MOLDS AVAILABLE IN 4 OUNCES

JUNIOR MOLDS OR CORE MOLDS AVAILABLE IN 2 AND 3½ OUNCES



● Bakeware designed for confection making by polished, smooth metal with no sharp corners.

● Caps and pan made of heavy lined copper, the finest for confection transmitting material.

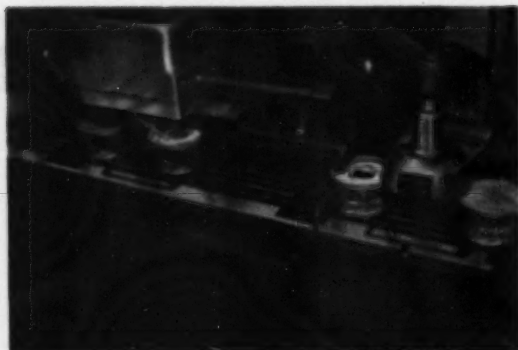
● Pan draws from one piece of heavy gauge copper with ½ inch copper wire rolled into slot. All corners rounded. No seams to catch open.

● Smooth interior finish.

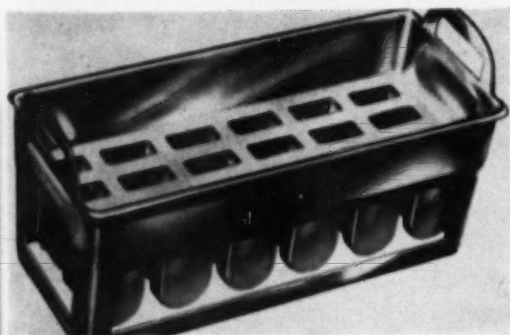
**FULTON ENGINEERING CO.**

37-25 Vernon Boulevard • Long Island City 1, N. Y. • Ironsides 6-7678

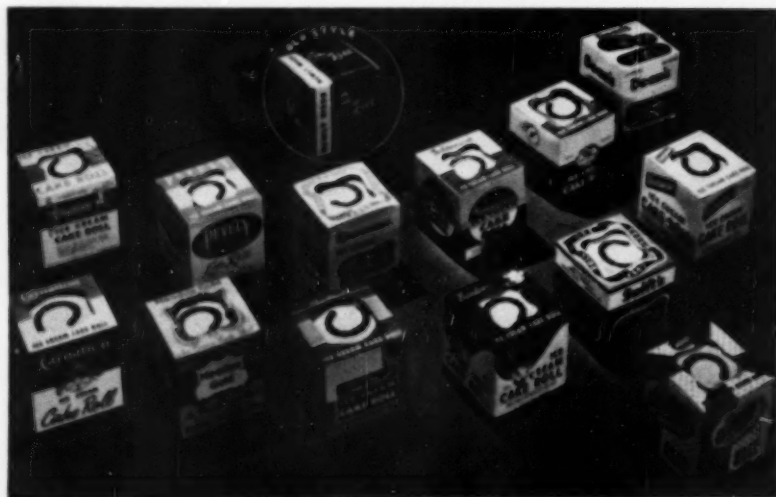
Established 1922



FACTORY-MADE SUNDAE, as manufactured according to a process developed by Limpert Bros., Inc., Vineland, New Jersey, is a tempting novelty. Filling, application of topping, and capping (illustrated at left) of "Sun-D-Cup" is continuous single operation.



STAINLESS STEEL Stick Confection Mold, as developed by Alloy Products Corporation, Waukegan, Wisconsin, features one-piece seamless pockets, streamlined heliarc flush-welded construction, and a one-piece pan. The molds are furnished with a wide choice of pocket designs, appropriate for variety in the manufacture of ice cream on-a-stick.



CAKE ROLL is now available in many ice cream combinations, the Newly Weds Baking Company of Chicago reports. New transparent packages (see photo at left) and abundant point-of-sale material help stimulate impulse sales of Ice Cream 'N' Cake Roll. In addition to the standard chocolate cake-vanilla ice cream combination, retailers can now serve cherry ice cream and vanilla cake, strawberry ice cream and vanilla or chocolate cake, two flavors of ice cream with either cake, chocolate or pineapple ice cream with macaroon cake, and many others.

## NOVELTY

NOVELTY manufacturing is no longer the step-child of the industry. Each year, more and different ice cream specialties, noteworthy for their originality and appeal, are placed on the market through the combined efforts of equipment firms and ice cream manufacturers. To satisfy the public's demands for ice cream on-a-stick, sandwiches, cups, cake rolls, and other specialties, speedy, efficient methods of producing these favorites must be devised. Constant effort must be devoted to the development and perfecting of machinery and equipment capable of supporting adequately the ice cream manufacturer's attempts to please his dealers and through them, their customers.

From this standpoint, the last few years have been especially reward-

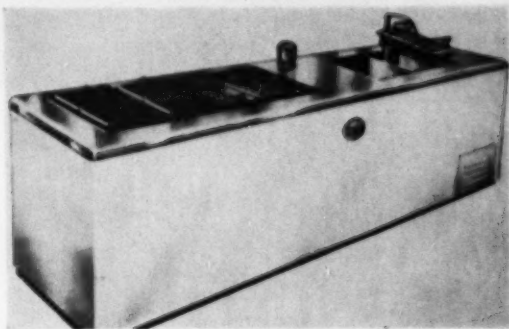
TRANSPARENT "MONOPANE" lids are featured on Continental Can Company's "Sundee Cups." Shoppers can see exactly what they're buying when these packages, designed for factory-packaged sundaes, are used. The cups come in sizes ranging from 3½ ounces to one pint.

## NUGGETS

ing. The illustrations published on these pages and elsewhere in this issue are concrete evidence of the great advances made in the efficiency of equipment used to manufacture ice cream novelties and specialties. They are well worth studying.

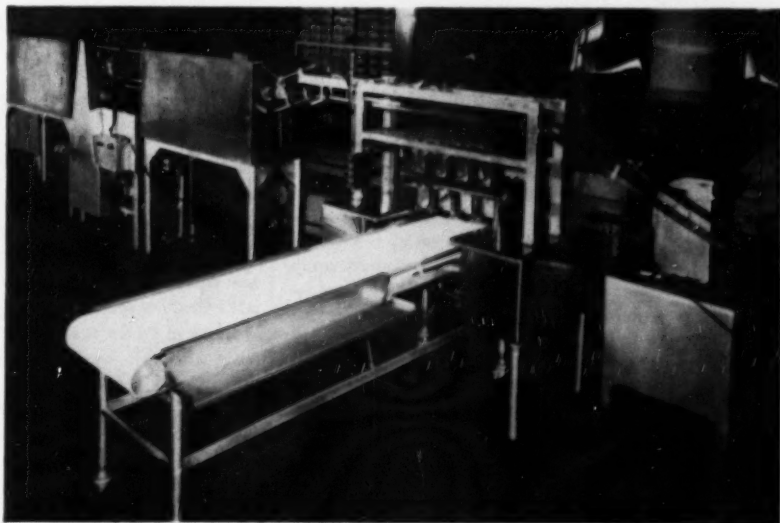
There is no estimating the limits of the public's desire for these easy-to-eat creations. If a policy of quality is maintained in their manufacture, and if they are given the benefit of thorough merchandising, there'll be no limits to the profits in store for enterprising ice cream manufacturers who depend on novelties and specialties for unprecedented gallonage gains.

The future, it is almost certain, will verify the accuracy of this prediction.

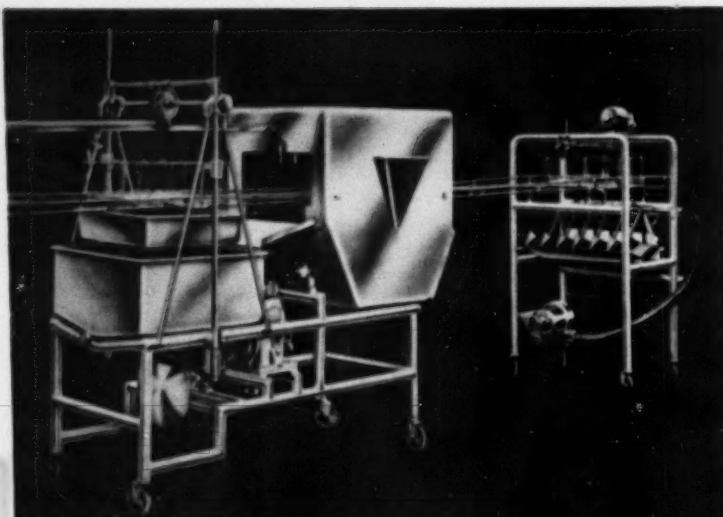


BUILT-IN Refrigerating Unit and built-in Defrosting and Chocolate Dipping Tank are featured in the self-contained Frozen Stick Confection Plant manufactured by Reco Products Division of the Refrigeration Engineering Corporation of Philadelphia. The refrigerated storage compartment has a capacity of 1,000 pieces; the freezer's capacity is 2,000 units per eight-hour period.

HARDING ICE Cream Company, Omaha, Nebraska division of National Dairy Products Corporation, uses the Model DC Automatic Bagging Machine manufactured by Vitafreeze Equipment, Inc. of Sacramento, California. This unit has a capacity of approximately 1,000 dozen novelties per hour (see photo at right). Another Vitafreeze development is the Model D Automatic Sagger, the capacity of which is in excess of 1,500 dozen units per hour. The Model D operates continuously, the confections falling downward through the chutes and into the open bags one after the other without interruption.

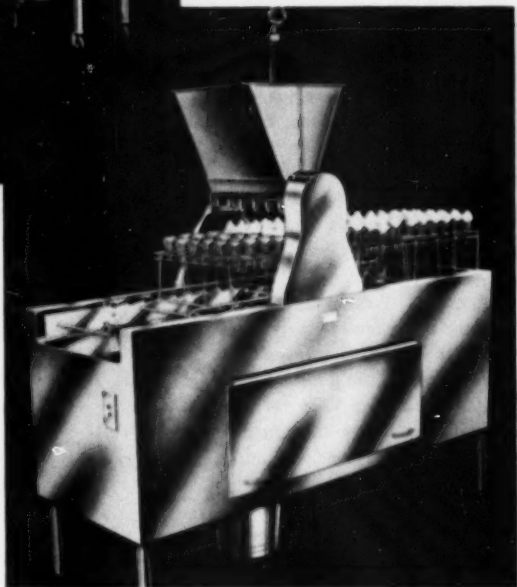






NEW EQUIPMENT has been developed by Drumstick, Inc., Fort Worth, Texas, to facilitate the manufacture of the Frozen Drumstick specialties. The automatic machinery fills the cones with ice cream (see photo below), dips them in chocolate, sprinkles them with nuts, and bags the finished product (see photograph at left) in a single, continuous sequence.

## AUTOMATIC DRUMSTICKS MAKE DEBUT



**N**OW that summer is rapidly approaching, it won't be too long before we once again come across the familiar picture of children prancing and playing in the streets, pausing momentarily to munch on an ice cream novelty or specialty. In joyful anticipation, many ice cream plants throughout the country are already geared to full-scale production, while in other areas, plans are being made to enable manufacturers to take advantage of the imminent hot weather.

Included in these plans is the installation by many leading ice cream manufacturers of new and modern equipment for the high-speed, low-cost production of novelties. One of the most important developments along these lines has been the recent introduction by Drumstick, Inc., Fort Worth, Texas, of completely automatic apparatus for the manufacture of the popular items known as Frozen Drumsticks.

This new machinery is said to enable ice cream manufacturers to turn out as many as 12,960 of these chocolate and nut-coated ice cream specialties in one hour. As illustrated in the accompanying photographs, the Drumstick

equipment fills the cones with ice cream, dips them in chocolate, enrobes them with nuts, and bags the finished product in a continuous operation. This equipment is also capable of producing the company's "Mr. Big," described as a "giant-sized, factory-filled, quality-controlled, sanitary ice cream cone."

One significant advantage ascribed to this apparatus is the saving in production costs that are said to result from its high operation speed. Another point emphasized by Barney Parker, executive of the novelty concern, is that the new equipment will mean lower labor cost. "One-half the labor doubles your production, eliminates waste, saves materials, and produces a uniform Drumstick, every one filled alike, coated alike, and covered with nuts alike," Mr. Parker said.

A motion picture, "starring" the automatic equipment, is currently being shown throughout the country by representatives of the Texas organization. The new machine is being installed in ice cream manufacturing plants under leasing arrangements with Drumstick, Inc.

ice cream sales **TRIPLE** . . . when blended with

# RIPPLE



"Ripple" and "Wave"  
trademarks registered—  
Balch Flavor Company

feature monthly  
flavor specials  
to help you sell

## READY-TO-USE RIPPLE SAUCES

These Flavors to Feature

FUDGE RIPPLE

BUTTERSCOTCH RIPPLE

STRAWBERRY RIPPLE

CHERRY RIPPLE

BLACK RASPBERRY RIPPLE

ORANGE PINEAPPLE RIPPLE

CHOCOLATE  
MARSHMALLOW RIPPLE

Yes . . . your best vanilla ice cream will sell faster—when you blend it with Ready-To-Use Ripple Sauces. Ice cream manufacturers everywhere report their Ripple Ice Cream sales steadily increasing due to more flavor-appeal, more eye-appeal, more sales-appeal. They're featuring Fudge Ripple as a year-round favorite . . . and then choosing their monthly flavors from six other tempting flavors.

All Ripple Sauces are simple to use—just cool and pump into your vanilla ice cream as it leaves the freezer. And . . . all are triple-purpose—for use as Ripples, for making Sundae cups and Tarts, or for flavoring ice cream.

*If you're not now making Ripple Ice Creams, we'll gladly help get you started . . . by sending all necessary information and details. Send for our FREE advertising help tool*

*Send Now*

## BALCH FLAVOR COMPANY

Adams at Fulton, Pittsburgh 12, Pa.

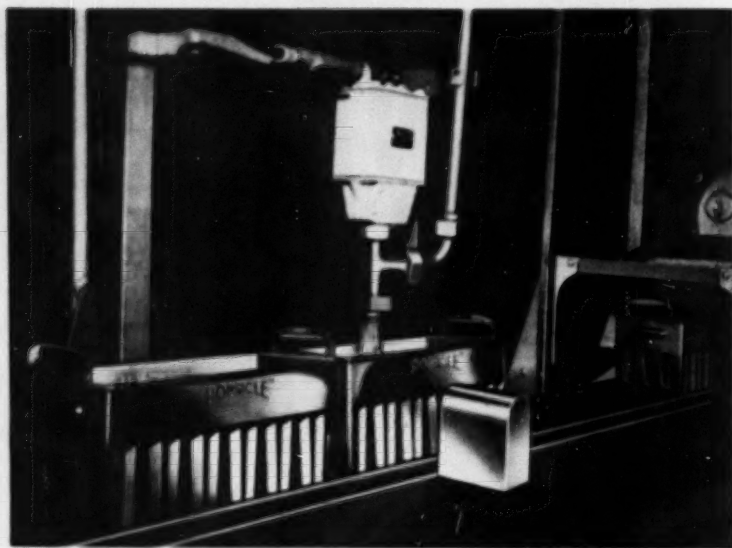
Send the following Ready-To-Use Ripple Sauces:

	per lb.		per case
50-lb. pails FUDGE Ripple Sauce	@ 15c	Cases No. 10 tins	@ 9.50
50-lb. pails BUTTERSCOTCH Ripple	@ 20c	Cases No. 10 tins	@ 11.25
50-lb. pails STRAWBERRY Ripple	@ 25c	Cases No. 10 tins	@ 14.50
50-lb. pails BLACK-RASPBERRY	@ 27c	Cases No. 10 tins	@ 15.50
50-lb. pails CHERRY Ripple Sauce	@ 28c	Cases No. 10 tins	@
50-lb. pails ORANGE-PINEAPPLE	@ 22c	Cases No. 10 tins	@ 13.75
10-gal. Drums MARSHMALLOW Ripple	@ 25c	1-gal. Sealrights	@ 1.25 ea.

Prices are FOB Pittsburgh, Pa. or Los Angeles, Cal. (Print name & address on margin)

Send now—for your free Ripple Advertising help—and for your next month's Flavor feature . . .

In CANADA: R. J. Campbell Co., 207 Queens Quay, Toronto  
On WEST COAST: Warehouse, at 1855 Industrial, Los Angeles



Novelty manufacturing is speeded up by the application of the electric-eye principle to the mold-filling operation. Here's news of another of the great strides being made in the ice cream equipment field to help modernize the manufacture of novelties and specialties.

## ELECTRIFYING NOVELTIES

ONE of the largest ice cream plants in the eastern section of the United States was interested recently in stepping up its production of ice cream novelties. As is the case today with many ice cream manufacturers, this leading firm anticipated increased consumption of these easy-to-eat items and was desirous of expanding the novelty phase of its business.

An extensive overhauling of its specialty department was in order—and was executed. Old-fashioned, antiquated machinery began moving out and was replaced by modern equipment. The objectives were increased speed and production. These were achieved. A hoped-for result was a saving in labor cost. This, too, became a matter of record.

Typical of the improvements which were responsible for this success story was the installation of the Jo-Lo Electric-Eye Liquid Filler, an electronic device which fills molds with liquid mixes for such novelties as "Popsicles" and "Fudgsicles." Noteworthy results of this installation were: (1) elimination of one person in the novelty crew, and (2) the establishment of a capacity of fifteen molds per minute, sixteen hours a day and six days a week.

The filler is completely automatic, and the movement of the molds on the return conveyor controls the filler. Empty molds are filled as they are being returned to the "in" end of the brine tank. A beam of light shines across the path of the molds and the advancing front edge of a mold crossing the beam opens the filler valve. The valve stays open until a pre-determined volume of liquid has been dispensed into the mold and then it closes automatically.

The speed of the conveyor is adjusted so that the required volume of liquid is delivered into the mold while the mold is traveling under the filler.

In those plants without a continuous conveyor for the empty molds, the filler can be mounted on a table and used. Setting a mold under the filler breaks the light beam, energizes the solenoid, and results in the flowing of the liquid.

The timer can be adjusted to 1/100 of a second, which means that the amount of mix can be accurately controlled.

Three different ways of mounting the Electric-Eye Filler are currently being utilized in ice cream plants throughout the country: (1) An auxiliary tank holding about twenty gallons is mounted not over eight feet above the valve and is fed from the main "Popsicle" tank. The level of the liquid in the auxiliary tank is held constant by means of a float control, so that the head of liquid is constant and consequently the amount of liquid delivered is constant. (2) The mix is pumped directly from the tank by means of a centrifugal pump into the valve. In this method a by-pass line must be put into the circuit so that when the valve is shut the liquid will circulate in the by-pass and when the valve is open the liquid will flow through the valve into the mold. (3) The main "Popsicle" tank is placed under air pressure of about eight pounds, thus forcing the liquid into the valve while a constant head is maintained.

A close-up of this electronic device, as developed by the Joe Lowe Corporation of New York City, may be seen at the top of this page.

# The New Liquid *Diamond* "50" *Fountain of tomorrow*



The **GREATEST** Soda Fountain Advance  
of the **CENTURY!**

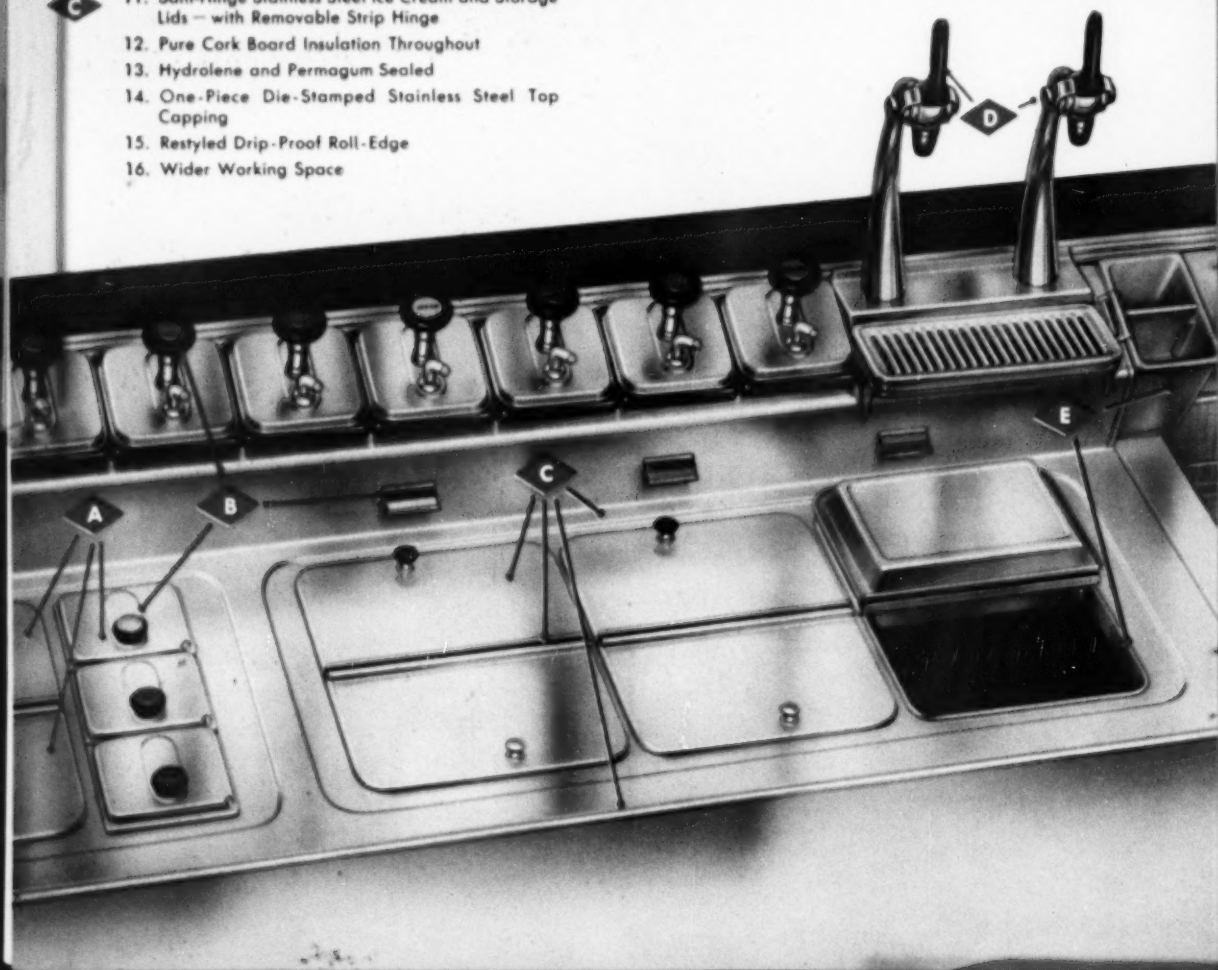
The Liquid Carbonic Corporation, Chicago, Illinois

TURN



# The New Liquid *Diamond* "50" with

- A** 1. Triumphant New Liquid Max-I-Flow Water Cooler
- 2. 40% Larger Bottle Storage Area
- 3. Die-Stamped Stainless Bottle Storage Bottom
- 4. Rounded Edges and Corners
- 5. Lower Temperature in Bottle Storage Compartment
- 6. New Design Hold-Tite Crushed Fruit Covers
- B** 7. New Style Sanitation-approved Tubular Syrup Pumps
- 8. Palm-Push Syrup Pump Knobs
- 9. One-Piece Stainless Steel Syrup Rail Lining
- 10. Color-Impulse Flavor Indicators—For Syrup—Ice Cream—Crushed Fruits
- C** 11. Sani-Hinge Stainless Steel Ice Cream and Storage Lids—with Removable Strip Hinge
- 12. Pure Cork Board Insulation Throughout
- 13. Hydrolene and Permagum Sealed
- 14. One-Piece Die-Stamped Stainless Steel Top Capping
- 15. Restyled Drip-Proof Roll-Edge
- 16. Wider Working Space
- D** 17. Advanced Design Easy Reach Draft Arm—closer—lower yet permits filling higher glasses
- E** 18. New Style Selecta-Spoon Well Located for Maximum Convenience
- 19. One-Piece Die-Stamped Ice Cream Sleeve Ring and Breaker Strip, integral with Top Capping
- F** 20. Special oversize oval Deep Drawn Refuse Can
- 21. Stamped Stainless Steel Removable Shield
- 22. Round Bottom for Easy Cleaning
- 23. Stainless Steel Refuse Can Handle for Quick Removal

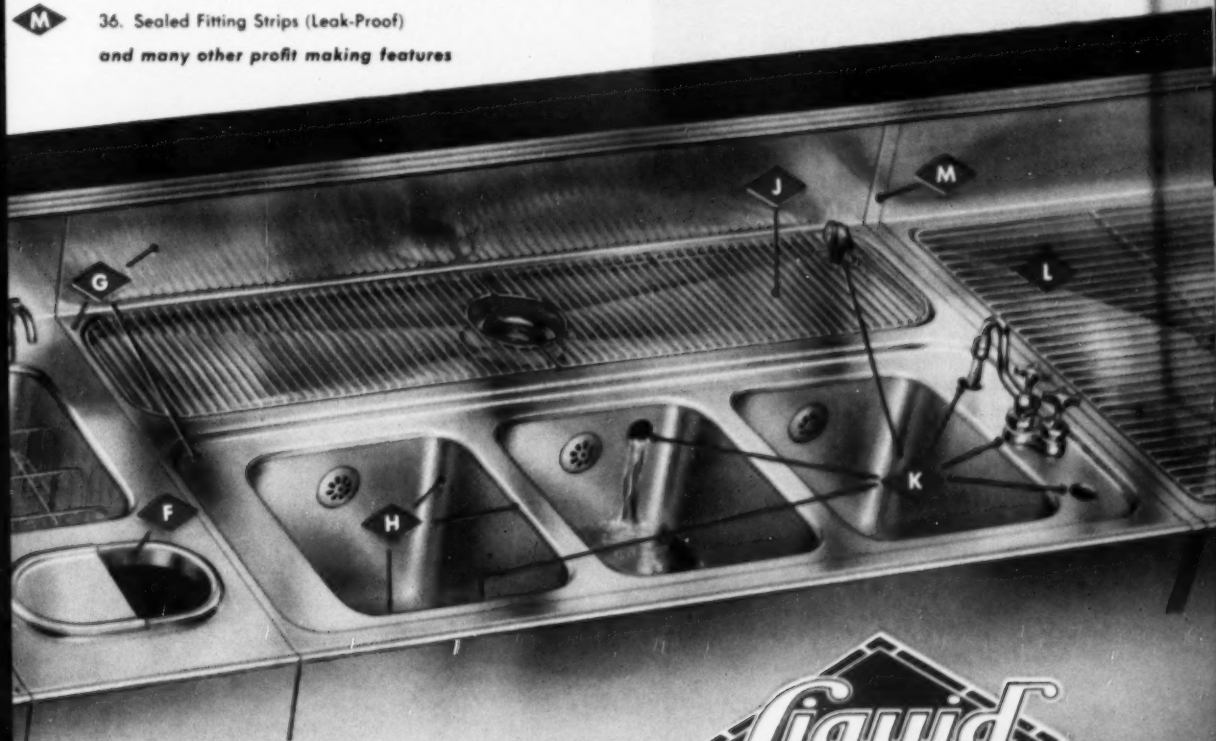


# 50 Finer Features

...Jewel-Like Beauty  
...Watch-Like Precision  
...Diamond Durability

- G** 24. One-Piece Top Capping and Rear Splash (No Joint)
  - 25. All Corners on Working Surface Rounded and Die-stamped for Easy Cleaning
  - H** 26. Pullman Type Splash-Proof Assembly of Top Capping and Basins
  - 27. Deep Drawn Stainless Steel One-Piece Basins
  - 28. Cup Type Drainers (Removable)
  - J** 29. Steep Pitched, Die-Stamped Drain Section
  - 30. Removable Stainless Steel Drain Grids
  - K** 31. Jet-Flow Water Supply Triple Basin-Single Faucet Control
  - 32. Sanitary Spray for Rinsing of Dishes and Glassware
  - 33. Unobstructed Working Surface
  - 34. New Style Soft Flow, Quick Closing Water Faucet
  - L** 35. Sani-Drain Unit for Dishes and Glassware
  - M** 36. Sealed Fitting Strips (Leak-Proof)
- and many other profit making features

Here it is—the achievement fountain builders and fountain operators have dreamed about... the "Fountain of tomorrow" ready for today's need!... Never before such a perfect combination of functional beauty and convenience, of innovations and wanted features, of upright quality and downright value!... The Liquid Diamond "50" is completely new. It's new in design, new in construction, new in appearance, new in basic engineering and operating efficiency!... Once you see it—once you compare it detail for detail—you'll agree that the Diamond "50" out-features and out-performs all others!



Send for FREE BOOKLET

See next page



The Liquid Carbonic Corporation, Chicago, Illinois

## The Liquid Carbonic Corporation

3110 South Kedzie Avenue, Chicago 23, Illinois

- ☐ Please send me your free booklet on the New LIQUID DIAMOND "50" Fountain.
- ☐ Have your representative call to give me complete details.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

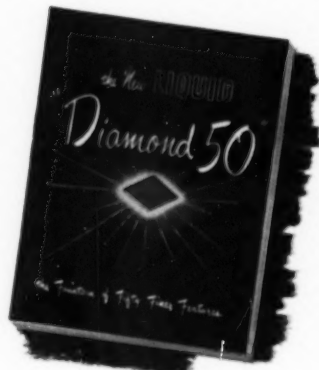
TEAR  
HERE

*this* may be the Most Important  
Coupon *You* Ever Mailed!

Send for this FREE booklet NOW!  
Mail Coupon Above!

## Find out about the LIQUID DIAMOND "50" FEATURES!

Fill out and mail the coupon above today — NOW! . . . Be among the first to get full details of the greatest soda fountain advance of the century — the new LIQUID DIAMOND "50". . . Find out how *this* fountain will increase your volume, speed your turnover, cut costs and swell your profits! . . . Don't wait — it will be to YOUR advantage to act now!



The Liquid Carbonic Corporation

3110 South Kedzie Avenue

Chicago 23, Illinois



## North Star Shines in Indiana

**J**AMES E. DAVIS, veteran ice cream manufacturer of Muncie, Indiana, has often been heard to declare: "The test of any plan is, will the public buy and pay for your product when you make it." When such a philosophy is put into practice, stress must be placed on maintaining a high quality product, and, as patrons of Mr. Davis' drive-ins will verify, this is an area in which the Muncie manufacturer excels.

Mr. Davis first entered the ice cream business in July, 1941, when his firm, North Star, Inc., opened the doors of its mother store, the drive-in located at 2324 S. Madison Street in Muncie. Previously, the owners of the firm had operated coffee shops, a chain of stores dealing in fine foods and hand-baked breakfast items.

In the course of a few years, the company adopted the policy of using chocolate liquor in chocolate, genuine Bour-

bon Magagascar vanilla beans in vanilla, and fresh fruits or frozen genuine fruits in all fruit ice cream. Quality was the goal, and it was achieved and maintained, and soon began to pay off.

By the close of 1945, all of the coffee shops had been disposed of and ice cream manufacturing plants were established and are currently being established in their places. The original store in Muncie constitutes grounds, building and equipment valued at \$85,000, and does an annual business of \$90,000 per year.

Further expansion was accomplished in 1946 when the Rancho Grande, Inc., of Anderson, Indiana, was established on February 1. The plant in this city of approximately 55,000 people, along with the grounds and equipment are valued at \$65,000. Then the firm added another unit to its chain. The North Star, Inc., at Fort Wayne, Indiana, was opened. This gave the company an outlet valued at more than \$150,000 in a city of 160,000 population. The three plants do approximately \$275,000 business a year. Recently, North Star opened still another retail store in Anderson.

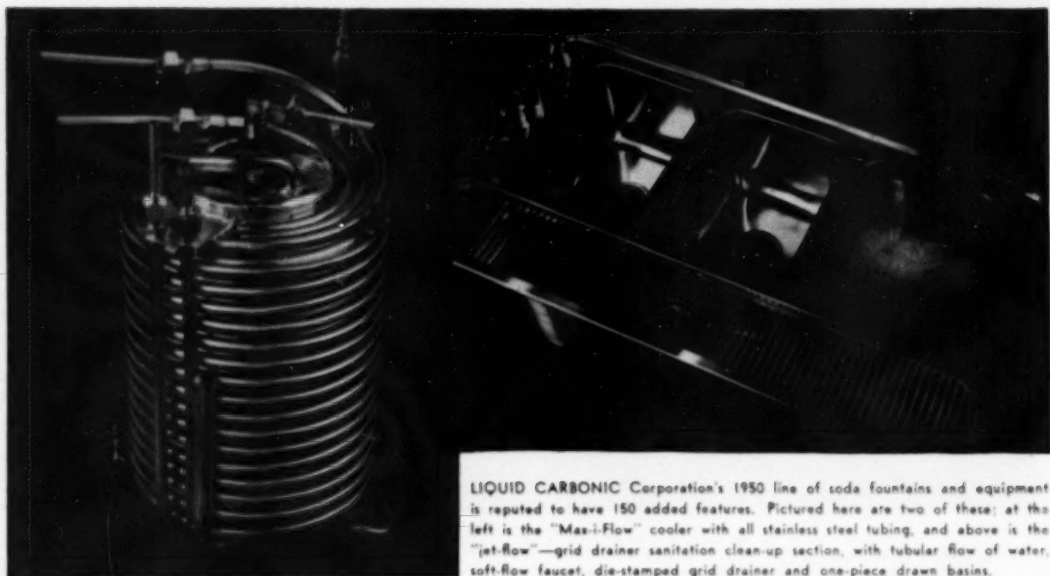
One of the secrets of the firm's success is its policy of using the same high quality ice cream in its bulk, packaged and novelty lines. Also, there have been constant experiments to develop new ideas in the manufacture of ice cream and other foods. Frozen salads, frozen tomato juice cocktails, and frosted banana desserts are typical.

According to Mr. Davis, it is the purpose of his plants to cover the three counties "as the dew covers the grass" and then probably to be merged into one big corporation, carrying on both retail and wholesale operations.



**JAMES E. DAVIS**, who has been instrumental in establishing Indiana's North Star, Inc., as a key organization in the state's ice cream firmament. The firm now has plants in Muncie, Anderson, and Fort Wayne.





LIQUID CARBONIC Corporation's 1950 line of soda fountains and equipment is reputed to have 150 added features. Pictured here are two of these; at the left is the "Mas-i-Flow" cooler with all stainless steel tubing, and above is the "jet-flow"—grid drainer sanitation clean-up section, with tubular flow of water, soft-flow faucet, die-stamped grid drainer and one-piece drawn basins.

## Liquid 1950 Line Unveiled

"TODAY sanitation and operating efficiency are the two most pressing problems in successful soda fountain and fountain-luncheonette operation," according to M. L. Finneburgh, General Sales Manager of the Liquid Carbonic Corporation's Fountain Division. "Our company's program has been developed with these two factors as the major objectives."

### 150 Added Features

Thus Mr. Finneburgh introduced the 1950 line of soda fountains and equipment to the company's National Sales Engineer Convention in Chicago on May 4 and 5. The first public showing will be at the National Restaurant Show in Chicago from May 23 to 26.

According to Mr. Finneburgh, the new Liquid Carbonic line includes over one hundred and fifty added features. An advanced principle of "jet-flow" water supply is accomplished by tubular runs from an end faucet to the three basins. This eliminates the usual swing faucets that account for broken dish and glass ware.

The customary corrugated drain spaces are replaced by die stamped depressions with rounded edges and corners. A removable stainless steel grid drainer is placed within the depression to allow for complete drainage of all glasses, dishes, etc.

One piece drawn stainless steel basins and removable drainer cups are included. A new drawn stainless steel rounded bottom refuse can with lid and handle replaces the conventional refuse chute and open can or drawer. A combination clean up sink and dipper unit of triple large capacity replaces the old round type dipper well. The top capping, front facing and back splash of the sanitation sections (work boards) are now of one piece stainless steel, eliminating all joints, solder and weld seams, Mr. Finneburgh pointed out.

### "Color Impulse" Indicators

The cooler boxes have new easy-reach draft arms, tubular stainless steel syrup pumps, and large "palm-push" tops for syrup pumps. "Color impulse" indicators replace

the conventional flavor name plate and the crushed fruit lids now have a sanitation approved hinge that securely holds them to the jars even under the roughest usage. The top capping is one piece die stamped stainless steel with depression areas and rolled edges at the ice cream and bottle storage openings, thus eliminating the rubber ring and making possible easy cleaning. The new die stamped ice cream cover with "free-flex" sanitary hinge is standard.

#### Result of 10 Years of Tests

After ten years of experimenting the new all dry "Max-i-Flow" water and soda cooler is being introduced on all fountain units. The new design meets all sanitation codes and is free from all possible freeze up. The bottle storage is larger and all stainless steel lined. Special low temperature ice cream compartment is standard.

New 6" and 10" dipper units have been designed to meet maximum capacity of operation with all parts acceptable to the most rigid sanitation requirements.

The 2'-0" cold food unit features 33-1/3 percent more insert capacity than the customary cold food unit of the same length. "Fold-back" or raise covers are optional. Depression-stamped, one-piece stainless steel top capping is standard. New flush type easy reach hardware replaces the conventional handle and latch. Blower-cell, circulating

M. L. FINNEBURGH, General Sales Manager of Liquid Carbonic Corporation's Fountain Division, stressed the importance of sanitation and operating efficiency in introducing the firm's new line of soda fountains and equipment to the company's National Sales Engineer Convention on May 4 and 5.



ventilation and stainless steel doors and linings are featured.

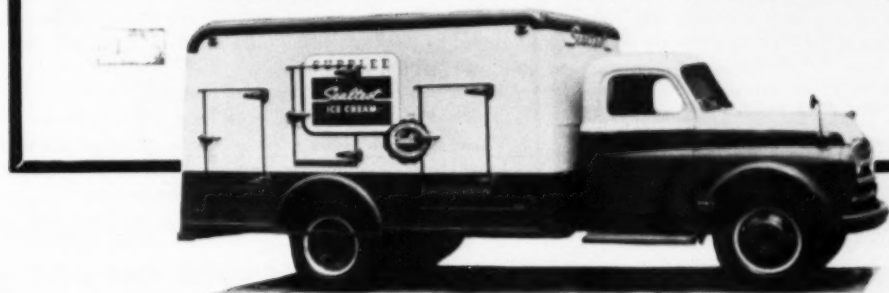
New cylinder type 6" aluminum legs come on all units and are free from joints, offsets and other dirt catching corners.

#### \$150,000 in Dies

Mr. Finneburgh stated that over \$150,000.00 in new dies and engineering has gone into the 1950 line.

Catalogues and detailed information on the new line are available. The entire line is now in production for immediate delivery.

## DESIGNED WITH YOU IN MIND



THIS new Barry & Baily refrigerated body is especially designed with an eye toward your delivery problems.

This body is built on outriggers to reduce height and bring loading level close to the pavement. It is mounted in such a manner that it may be removed with outriggers in place. Constructed of hard alloy aluminum extrusions throughout. Note the unusually large 1320 gal. capacity on such a short wheel base.

#### All-Aluminum Body — Capacity 1320 gallons

Front compartment	58" long, 78" wide, 53" high
Center	48" long, 78" wide, 45 1/2" high
Rear	29" long, 78" wide, 53" high

This design provides a new ease of handling your payload, plus the rugged ultra-lightness of All-Aluminum construction. It's a combination which will reduce your operating costs to a minimum. Complete details at your request.

Pioneers In All-Aluminum Structure

## BARRY & BAILY CO.

"Since the Days of the Covered Wagon"

2421 North 27th Street

Philadelphia 32, Pa.



# CONSUMERS LOOK FOR FLAVORING

BY C. D. DAHLE

*The Pennsylvania State College  
State College, Pennsylvania*

**F**AVOR is often the criterion upon which the consumer selects his ice cream. Flavor of the ice cream mix and the added flavor help the consumer make up his mind. Flavor is the most important item considered in scoring ice cream in contests and the ice cream score card listed shows this.

*Ice Cream Score Card*

	Points
Flavor	45
Body and Texture	30
Bacteria	15
Color and Package	5
Melt down	5
	100

Of the 100 points on the score card, 45 percent is given to flavor or nearly half of the total score.

The ice cream industry is a huge consumer of flavors of the various kinds which include vanilla, chocolate, numerous fruits, nuts, and confections. The flavor preference surveys conducted by the International Association of Ice Cream Manufacturers shows a great preference for vanilla flavor. In the three surveys held since 1925, vanilla ice cream accounted for about one half of the ice cream made.

The figures also show that about 15 percent of the ice cream was chocolate, eight percent was strawberry, and the balance of the 100 percent was distributed among all other flavors.

When ice cream contains nuts and fruits, the legal re-

quirement for fat is usually dropped from, say, 12 percent in vanilla to 10 per cent or from 10 percent to 8 percent, etc. Thus, if the fat standard is 12 percent and one wishes to make a good fruit ice cream, he would be prevented by law from adding more than 16.67 per cent fruit.

100 lbs. fruit and mix — 16.67 lbs. fruit =

83.33 lbs. of 12% mix

$83.33 \times 0.12 = 10$  lbs. or 10% fat in the fruit mix

Therefore, if he wishes to make a fruit ice cream in which he will have 20 percent fruit, the ice cream would be illegal.

$100 - 20 = 80$  lbs. of 12 percent mix

$80 \times 0.12 = 9.6$  lbs. or 9.6% fat in the fruit mix which is illegal.

Too much fruit injures the body and texture of ice cream. Those desiring to use large quantities of fruits will start with an ice cream mix well above the legal fat and solids requirement for vanilla or plain ice cream mix.

Certain large companies make a practice of using a special mix for fruit ice cream. This mix will contain possibly 12 percent fat, 13 percent serum solids and around 12 percent sugar to compensate for the dilution obtained from the fruits and also for the extra sugar carried by the fruits. So if 25 percent fruit is desired in the finished ice cream the fruit ice cream will test

9.00 percent fat

9.75 percent serum solids

17.75 percent sugar, not including the natural sugar in the fruit.

The stabilizer content should be such that the texture

# ILLUMINATED SIGNS

*Exclusively* For The Dairy Industry



## No. 10 "BRILLIANTE" PLASTIC



America's most popular Ice Cream Dealer identification sign. Crisp, clean look, all in plastic. Size 8x24". Available in single or double face style. For hanging or eased for use on counters, ledges, etc. Illuminated with single 20-watt fluorescent tube. Special sliding panel in rear for easy tube change.



## GUNDLACH

### "IDENTO" Clock

This clock is ideal for window or inside store identification. Makes a perfect night light. Telechron clock movement. Precision designed for maximum advertising effectiveness. Overall size 18x19 1/2".

NEW SIZE . . .

## 8 x 18" NEO-PLASTIC



Wonderful brand identification with single or double face models. Illuminated by 15-watt fluorescent tube.

## FLASH O' MAGIC



For shops where a lighted sign is required of a minimum of cost. Size 10x14".

"Magic" copy appears on light flashes. Full color, lithographed disk of ice cream can be used as part of sign. Available in vertical or horizontal models. Prices from \$1.95 up depending on quantity.

## 12 x 18" NEO-PLASTIC



Brighter than neon. Combines all the features of the famous No. 10 Brilliante sign in a larger space. Ideal for large name imprints. Single or double face styles. Illuminated with TWO 15-watt fluorescent tubes.

WRITE US FOR  
INFORMATION ABOUT

INSIDE NEONS  
DECALS  
METAL SIGNS

Produced by people in the  
Dairy Industry Exclusively  
for the Dairy Industry.

## 24 x 48" OUTDOOR PLASTIC (Whiz Bang)



Outstanding identification at a minimum of cost to you. Ample space allowed for dealer privilege panel and Ice Cream Mfg. brand name imprint.

WE CAN SUPPLY ANY GUNDLACH SIGN IN QUANTITIES AS LOW AS 12.

1201-1207  
WEST EIGHTH ST.

**G. P. GUNDLACH & CO.**

BOX "A"  
CINCINNATI 3, O.

"Servants To The Dairy Industry"



will not suffer by the dilution. Some include stabilizer with the fruit added, while others increase the stabilizer content in the special mix, but the latter practice may result in very heavy plain mixes if processed in the usual manner.

The extra sugar may affect the keeping quality of fruit ice cream in the cabinets. If the ice creams become too soft, in the coldest part of the cabinet, then the sugar content should be reduced either in the mix or in the fruits added.

#### Fruits and Stale Flavors

Years ago when considerable copper equipment was used and much of the condensed milk for ice cream was made in copper vacuum pans, serious flavor defects were quite prevalent in fruit ice creams. The defect was more noticeable in strawberry ice cream but that was because strawberry ice cream outsold all other fruit flavored ice creams. The action of the acid of the fruit in conjunction with the small trace of copper present in the mix resulted in the off-flavor. Increasing the amount of fruit usually delayed the onset of the flavor defect, or prevented its detection by masking the stale flavor. The use of stainless steel equipment has helped eliminate the trouble to a large extent.

#### Flavors and Freezing

Certain flavors carry considerable quantities of fruit and sugars naturally affect the freezing point of the ice cream,

thus resulting in longer freezing and hardening times. Freezing capacity with batch freezers is reduced. The time necessary to obtain the overrun is likewise extended.

The drawing temperature of fruit ice cream from the freezer is usually lowered but the ice cream at the same time is softer. Nuts also affect the freezing time and overrun in batch freezers, but not because of sugars present. It just happens that nuts and other hard objects such as confections offer resistance to air incorporation.

#### Flavors and Overrun

The additions of large amounts of fruit and flavors complicate the figuring of the plant overrun, and all told there are three methods that might be used in figuring the plant overrun. We might take, for an example, the following set of examples:

Assume that 300 gallons of mix are used and in it were also used 30 gallons of various flavors including vanilla. From these 330 gallons of mix and fruit there were obtained 628 gallons of ice cream. There might be three different sets of overrun figures — thus:

$$(1) \frac{628 - 330}{330} \times 100 = 90.3 \text{ percent overrun}$$

$$(2) \frac{628 - 300}{300} \times 100 = 109 \text{ percent overrun}$$

$$(3) \frac{598 - 300}{300} \times 100 = 99.3 \text{ percent overrun}$$

The latter is overrun based on the mix part only.

#### Flavor and Bacteria in Ice Cream

Many times a good mix of low bacterial content has been contaminated by the flavors, particularly fruit and nuts, added. Along with the flavor, colors have also been a potent source of contamination. Maintaining an ice cream of proper bacterial content and free from coliform organisms, so often required now, presents a problem.

Frozen fruits are a source of contamination, as are shelled nuts that come to the plant. If frozen fruits are to be used it becomes a necessity for the ice cream plant to have supervision over the processing, or buy from plants that insist on rigid health requirements. Physical examination of the employees, rigid sanitary requirements and improved equipment and practices are now required by many users of frozen fruits.

Nuts can be rendered safe by heat, either by roasting or heating in syrup. Subsequent contaminations must, of course, be eliminated.

Berries and nut meats must also receive rigid inspection before treatment to prevent any foreign objects from getting into the ice cream. This may be done at the point of packing in case of fruits but in the ice cream plant before roasting or heating in case of nuts.

#### Flavors Used in Ice Cream

Vanilla will be mentioned first because of its importance in ice cream. The requirements for vanilla call for 13.35

**ShoreCraft**  
STAINLESS STEEL 18-8 Equipment Accessories

**ICE CREAM DISPENSERS**  
Precision made for satisfactory service

18-8 Stainless Steel  
Construction Throughout  
Made in eight sizes: 8, 10,  
12, 16, 20, 24, 30, 40  
With different color Bakelite  
handles for easy dispenser sizes

1 GALLON, 3 QUART,  
PINT AND HALF PINT  
Strong, sturdy, non-  
corrosive with Stainless  
Steel. With Bright  
smooth finish

**ICE CREAM BOX HOLDERS**  
Constructed of 18-8  
stainless steel. Baked-  
on handle. Strong,  
sturdy, sanitary

**ICE CREAM SPADES**

FOR INFORMATION SEE YOUR DEALER OR WRITE  
**SHORE MACHINE CORPORATION**  
455 West 47th Street, New York 19, N. Y.  
Manufacturers of SHORECRAFT Quality Foodservice Accessories



Skilled lettering man completing design on new "Sealtest" Ice Cream body in Batavia Body Plant. Perfection in all details is vital in selling **QUALITY**.

## It Pays to Advertise **QUALITY**

### Quality Sells Quality

Good advertising pays. And the best advertising is that which sells the *quality* of your product, the *quality* of your service, the *quality* of your firm. Your delivery body is vitally important in selling *quality* because it is intimately associated with the product — *protecting* the product advertised, *advertising* the product protected. Your custom-built, refrigerated body is thus your most important *package*, and every detail of its design, appearance, and performance is of great importance.

### Making Beauty Practical

A highly skilled body designer can combine beauty, utility, maximum payload, to provide an animated, moving *advertisement* seen by your customers and prospects daily, impressing and re-selling your retail accounts day after day, making prouder, more successful route men out of your drivers. Thus, in selecting a delivery body, *quality* is the number one consideration, for your delivery body does *more* than deliver ice cream — your whole firm goes to market in your body.



Beautiful, custom-built body by Batavia advertises **QUALITY** for Chamberlin. An investment in lasting beauty is a profit-making investment.

### NEW FREE BOOKLET



"Profit Pointers," new, free booklet by Batavia Body Company, Batavia, Illinois, is interesting, informative. Copies are available on request.

### "Profit Pointers"

As a service to the industry, Batavia Body Company, Batavia, Illinois, has just completed a helpful, informative booklet titled, "Profit Pointers". You will want a copy, free on request because it is both helpful and interesting.

The new booklet covers such subjects as Advertising, Public Relations, Quality Control, Latest Body Styling, all based on Batavia's extensive experience in designing and building custom-built refrigerated bodies for the ice cream industry.

The new brochure has 16 pages in two colors, fully illustrated with action photographs.



Integrating body and package design increases identity and impact of both, helps sell **QUALITY**.



WRITE for FREE,  
Informative Booklet:  
"PROFIT POINTERS"

**BATAVIA BODY CO.**  
BATAVIA, ILLINOIS

oz. of vanilla bean in one gallon menstrum. It is understood that this requirement is meaningless and of little value so far as the ice cream maker is concerned. So long as vanilla contains the above amount of beans it is legal, whether the beans are prime Mexican, or Bourbon, or inferior beans of any description.

There are several sources of vanilla beans, of course, but the Mexican bean from Mexico and the Bourbon bean from Madagascar supply the bulk of our better beans. An American vanilla company is now growing high grade beans in Puerto Rico.

The types of vanilla used in ice cream are numerous. There are the liquid extracts and the powders. The powders are of two types, the so-called New York type and the Philadelphia type. The latter contributes fine ground bean particles expected in some Philadelphia ice cream.

*Pure Vanilla.* May be both liquid or powder but conform to definition.

*Reinforced Vanilla.* This may consist of pure vanilla to which some vanillin, the flavoring principle of the vanilla bean, has been added. An ounce of vanillin to one gallon of pure extract gives a stronger vanilla flavor; and stretches the vanilla. In certain states this vanilla is termed an imitation.

*Imitation Vanilla.* Generally speaking, this type of vanilla usually contains such products as Tonka Bean extracts, and coumarin materials absolutely foreign to the vanilla bean. Some may contain no vanilla bean extract

at all, or only the cheapest and poorest, but consist mainly of added vanillin, coumarin, heliotropin, in alcohol or some other menstrum.

It is almost inconceivable that the imitation vanilla containing coumarin has a place in a mix containing good milk products. Coumarin has no place in a mix made from good milk products.

*Chocolate Flavor.* The three generally used chocolate products for flavoring ice cream are chocolate liquor, containing about 50-53 percent cocoa fat, "blends" containing 36-40 percent cocoa fat, and cocoa which contains approximately 20-25 percent cocoa fat. Chocolate comes in the 10-pound slab and is nothing more than the roasted cocoa bean ground under heat and then poured into the mold to harden. The pressing out of a certain amount of cocoa fat gives the "blends" and cocoa slabs that are later ground up to give the final "blend" or cocoa. Cocos may contain as little fat as eight percent. Thus the main difference in the three products is the amount of fat contained. Since the fat contributes no flavor to the ice cream, larger amounts of chocolate liquor and blends are needed than cocoa. The extra fat, however, adds to the richness and palatability of the ice cream unless too much is used where-in a sticky body results.

The amount of cocoa needed in a mix would be in the neighborhood of 3.5 pounds. If this tests 20 percent cocoa fat, then there would be 2.8 pounds of cocoa solids-not-fat in the mix and the amount of liquor or blends needed would be:

$$\frac{2.8}{50} \times 100 = 5.6 \text{ pounds of chocolate liquor}$$

$$\frac{2.8}{65} \times 100 = 4.3 \text{ pounds of chocolate "blend"}$$

Very little ice cream is exclusively flavored with chocolate liquor but blending chocolate liquor and cocoa together often results in the desired product, hence the development and sale of the so-called "blends."

Small ice cream makers usually make a syrup of cocoa or cocoa and a "blend" to add at the freezer. The chocolate liquor and "blend" syrups do not lend themselves to easy handling and adding in the form of a syrup. The high fat content causes a heavy stiff product that often results in "specky" ice cream.


A cocoa syrup for later use in ice cream may contain the following:

- 2 lbs. cocoa
- 2 lbs. sugar
- water to make one gallon

This is heated to 180° F., cooled and then used up as soon as possible, say within 24 hours. A pinch of salt added to the syrup improves the flavor considerably. The amount to add will depend on the serum solids content of the mix and taste. The above syrup will stand 2.75 ounces of salt.

*Chocolate Mix.* The best chocolate ice cream results when a chocolate mix is made and the entire batch pasteurized, homogenized and cooled. The body and texture are improved, the flavor is better and the product tastes

*Dutch Process* **COCOAS**



*by*  
**Ambrosia**  
CHOCOLATE COMPANY

**AMBROSIA CHOCOLATE COMPANY**  
**MILWAUKEE**

INTERSTATE CREAMERY  
BRINGS  
YOU THE

*Good 'n' Tasty Mixer*

AND HIS SENSATIONAL CAMPAIGN TO MAKE

**MORE sales MORE profits**

*For You!*



Good 'N' Tasty—your sign of quality ice cream.



Dimensional frame for your Beaver-of-the-mouth posters.



Clever menu cards help you sell more fresh ice cream.

GOOD 'N' TASTY MIXER and his unique promotional campaign swing into action for you—the individual dealer—to build sales . . . increase volume . . . sell more fresh ice cream. Interstate Creamery's sensational promotion backs quality mixes with full color posters, display frames, menu cards and cleverly designed cartons to help your customers recognize your store as headquarters for the world's finest ice cream.

**Tie In With Good 'N' Tasty TODAY!**

BE FIRST in your community to cash in on this hardhitting campaign specifically created to help you sell more fresh ice cream!

**MAIL THIS COUPON NOW**

Interstate Creamery Inc.  
New Castle, Pennsylvania  
or  
Buffalo, New York

I am \_\_\_\_\_ now using Interstate Creamery Mixes.

am not \_\_\_\_\_

Please tell me about your Good 'N' Tasty plan.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



Makers of Good 'N' Tasty . . . the finest ice cream mixes  
in the world . . . or anywhere else!

**INTERSTATE CREAMERY INC.**

New Castle, Pennsylvania

Buffalo, New York



Your Coconut Delight with pineapple goodness poster.



Pink color Strawberry Special ice cream poster.



Check full of Candy Goodness Chocolate Chip poster.



Buddy Dooden Real Butterscotch ice cream poster.



Here's your easy-to-identify Good 'N' Tasty carton.



richer. A change in mix composition will be necessary, however. For one thing, about 25-50 percent less stabilizer is needed, and the chocolate fat may replace butterfat, but by only that amount used in plain ice cream over the legal standard. If the law requires 10 percent fat in chocolate ice cream and plain mix has been testing 12 percent, then some or all of the extra two percent may come from the chocolate product. A chocolate mix using cocoa is listed below:

- 10 percent fat
- 10 percent serum solids
- 18-19 percent sugar
- 3.5-4 percent cocoa
- stabilizer (usual amount reduced 25-50 percent)

The total solids may range from 41.0 to 43.0 percent.

**Dutch vs. Domestic Cocoa.** Dutch process cocoa is that product that has been processed with about three percent alkali for the purpose of increased solubility and produces a darker color. The Domestic is, therefore, untreated so far as alkali is concerned.

When entire chocolate mixes are made there may be a choice between Dutch and Domestic cocoas. Often times a very heavy mix results which delays cooling, complicates the handling, and ultimately increases mechanical losses. To reduce viscosity the mix maker has the choice of reducing the homogenizing pressure, standardizing the acidity, or changing chocolates.

The stabilizer used is a factor in chocolate mix viscosity control. If heavy mixes result when Domestic cocoas are used in a mix containing gelatin, the reduction of some of the acidity with soda will lower the viscosity. Often the change to a Dutch cocoa also will lower the viscosity to a point where the mix is more workable.

When sodium alginate or cellulose gum is the stabilizer, the reverse is true. Dutch cocoas produce heavier mixes than is produced by the Domestic cocoa, and reduction of some of the acid increases viscosity rather than lowers it, and hence about the only satisfactory method for reducing the viscosity of these chocolate mixes is to lower the pressure on the first valve of the homogenizer.

Temperatures around 160° F. seem to be best suited for chocolate mixes. Temperatures of 170° F. or higher or temperatures around 145° F. result in heavier chocolate mixes. High fat chocolate products also result in heavier mixes.

Dutch cocoas may result in certain discoloration of the chocolate ice cream if metal cans are used and they have the least bit of rust on the inside surface, or if the iron of the can is in anyway exposed to the chocolate ice cream.

**Chocolate Chip Ice Cream** (Bittersweet). This chocolate flavored ice cream is one of the most popular sold today in some localities. It is merely vanilla ice cream in which small bits of bitter chocolate appear. It is best made by using a special chocolate coating from the chocolate companies. This is heated in a kettle until melted and at a temperature of 95-105° F., depending on the type of chocolate obtained. This warm chocolate syrup is then added to the ice cream in a batch freezer at about the time the refrigerant is shut off for the whipping period. The warm syrup striking the cold ice cream immediately solidifies into small pieces. The colder the syrup and the ice cream, the larger will be the pieces in the ice cream.

This can be made also when continuous freezers are used by dropping the syrup into the ice cream as it passes through a fruit injector. Another method is to add the syrup to very cold mix in the Univat. Both mix and syrup must be at the proper temperature.

Some have added chopped up sweetened chocolate to mix or the ice cream, but the ice cream is not nearly so desirable as when the syrup is used.

#### Fruits

**Fresh Frozen.** Next to the fresh, ripe fruit the frozen fruit, for the most part, is considered the most desirable all around fruit for ice cream. There are exceptions, of course.

Fruits for ice cream should be, in most cases, picked while ripe and processed immediately. Strawberries should be capped, washed, and cooled and then frozen. Sugar at the rate of about 3 parts of berries to one part of sugar is added to the berries in the container. All fruits packed for ice cream use should be graded and should qualify under the U. S. Government grading specifications.

Frozen fruits, such as strawberries, for ice cream are usu-

## Sugarnut



for real  
peach  
Ice Cream

• Sugarnut's team of Diced Peaches and Nectarine Purée avoids soft or icy peach ice cream and insures the natural peach flavor.

• In Sugarnut's unique system . . . a wonderful success proved the last two years . . . another Sugarnut first . . . Sugarnut Nectarine gives the flavor and Sugarnut Diced Peaches add the eye appeal . . . always uniform in size. Wire or phone your order for a dozen \$10 tins.

**The STANDARD**  
FRUIT PRODUCT COMPANY  
208 - 210 MAIN STREET, CINCINNATI 2, OHIO

# "PROTECTED PORTIONS" PAY OFF!

## Small Investment Hits Jackpot for Ice Cream Manufacturer

An outstanding example of teamwork between Redi-Serv and a leading ice cream manufacturer really paid off in a whopping big increase in both gallonage and dealer outlets. Redi-Serv management cooperated fully with top officials of the dairy to produce a smooth, simple conversion to protected portions.

This dairy was able to use equipment on hand, adding only the Redi-Serv portable machine at an extremely modest cost. In a few hours Redi-Serv Protected Portions were coming from this single machine at the rate of 90 per minute.

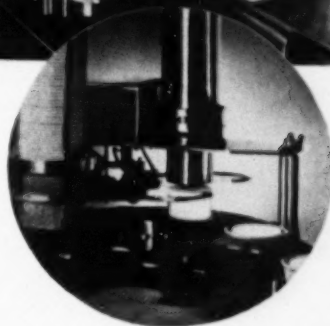
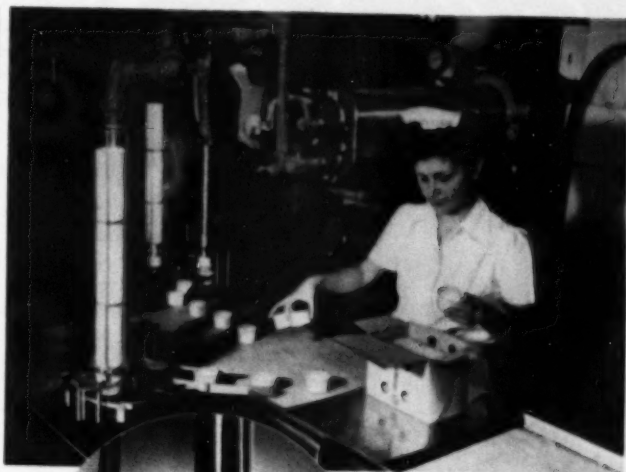
No costly remodeling necessary. No time-consuming installations to hold up production! The change can be (and *was*) made simply and economically.

Fixed cost and fixed gross made possible LOWER RETAIL PRICES, which brought a response from dealers and the public that was immediate and enthusiastic.

**RESULT:** the most profitable sales increase ever!

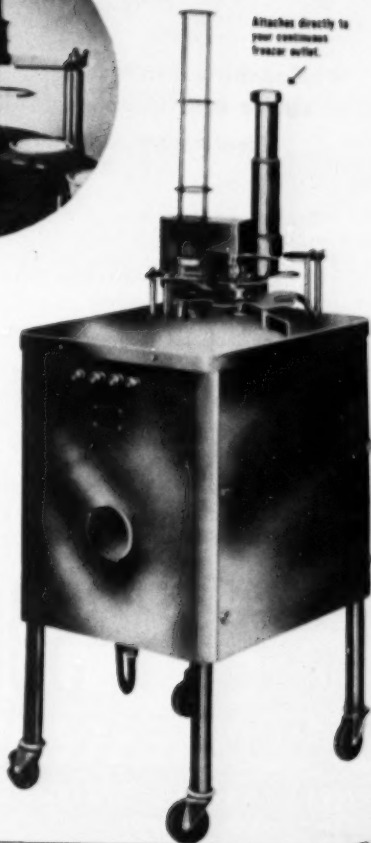
**HERE'S WHY:** Dealers want the protected profits only Redi-Serv "protected portions" can give them. For the first time they can see to the penny the high profits ice cream sales offer them. The public wants the smooth, creamy flavor . . . the velvety texture that the Redi-Serv process gives them.

**BE FIRST!** Get all the facts and get the hard-hitting advertising and merchandising service that Redi-Serv is ready, willing and able to place at your disposal immediately. And remember, Redi-Serv is the lowest-cost protected portion plan in the field.



### HOW THIS SIMPLE MACHINE OPERATES

The Redi-Serv Protected Portion machine takes ice cream frozen stiff at 19° to 20°, clips it off with electrically heated wires acting as scissors. Portions are dropped into specially treated soufflé-type cups, so that they touch bottom but not sides, for easy dispensing. The machine is simple, inexpensive, rolls in and out of position. *Plugs into any regular electric outlet!*

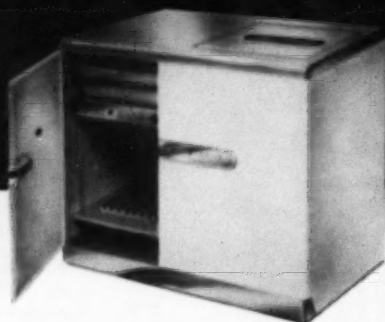


THE COMPLETE CASE HISTORY OUTLINED ABOVE IS AWAITING  
YOUR STUDY. WRITE FOR IT:

# Redi-Serv®

646 North Michigan Boulevard  
Chicago, Ill.

# Electric DRY ICER



★ **Combination slabber,  
cuber and storage cabinet**  
*Ideal for retail store use*

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ally sugared in barrels, tins, or even in certain paper cartons, and then frozen. Sugar should be well dissolved before freezing, and before using in ice cream the berries should be thawed out at room temperature and then used up quickly. High temperature thawing as with steam or in water baths ruptures tissues and results in a mushy berry. The 30-pound tin is a very popular form for freezing fruits. The barrel is unwieldy to handle, and a long time is required to freeze and thaw the contents.

## Peach Ice Cream

Peach ice cream is a popular ice cream but so often it is nearly devoid of peach flavor, even though large quantities of peaches are used. The yellow peach looks better in ice cream than white peaches. Peach browning must be watched carefully and, of course, now the addition of ascorbic acid before freezing aids in preventing this condition. As much as 20-30 percent of peaches are needed in a mix for a fair to good peach ice cream, and if peaches are added to the ice cream by means of the fruit feeder at least 3:1 or even 2:5:1 pack will give the best peach piece in the ice cream, but then again this greatly increases the sugar content of the entire ice cream unless a special mix is made.

Banana ice cream is a popular flavor in certain localities and is a good flavor to use occasionally. This fruit can be prepared in the plant and should be used up immediately because of danger of browning. Ripe bananas must be used, and they must be skinned, crushed, sugared, and then used up. The amount of sugar need not exceed that of the mix, or say 15-20 percent. About five pounds of pulp to 10 gallons of finished ice cream suffice and this added pulp results in an ice cream of good body and texture.

Pineapple. Here is a flavor that I believe can best be used for the canned or sterilized pack. Fresh or frozen pineapple in ice cream may cause a fishy flavor to appear. Much of the canned pineapple offered the ice cream industry prior to the war came from Hawaii in unsweetened form and then was reprocessed in this country in the addition of sugar, heating and repacking. Just before the war, however, it was possible to purchase unsweetened pineapple in No. 10 tins and by the addition of sugar just before using in ice cream a very fine pineapple flavor could be obtained. Some sweetened pineapple direct from the islands was used by the writer before the war and it also gave a very fine flavor, far superior to the reprocessed pineapple.

## Nuts in Ice Cream

The pecan is today possibly the most popular nut to use, although almonds, cashews, English and black walnuts, and filberts are used. Years back the English walnut was the most popular nut, though it adds but little flavor and does not lend itself to roasting. Pecans, almonds, cashews, and filberts lend themselves to roasting. Pecans, almonds,

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# More of Everything with **VAN-SAL** Vanillas

**MORE CUSTOMERS • MORE PROFITS  
MORE FLAVOR-POWER • MORE SATISFACTION**

Van-Sal Vanilla gives you more of everything . . . more power to richly flavor more gallons of finished ice cream . . . greater popularity as proved by Van-Sal "Taste Tests" . . . effective economy for any size plant. Why not take advantage of the many plus-values of Van-Sal, "The Industry's No. 1 Vanilla"? You'll enjoy using Van-Sal as much as your customers will enjoy buying your Van-Sal Vanilla Ice Cream. For the big season ahead, BE AHEAD with Van-Sal. May we discuss your requirements?

**S. H. MAHONEY EXTRACT CO.**

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**"TASTE TELLS"**

TRY THE  
VAN-SAL  
TASTE TEST



cashews, and filberts lend themselves to roasting and salting. Black walnuts do not require, nor do they stand, roasting. The flavor of the black walnut is better without roasting.

Little is gained by grinding most nuts for ice cream unless the ice cream plant has no fruit injector for its continuous freezer. Grinding a part of the black walnuts does aid the flavor of the finished ice cream, however.

Nut ice cream is more apt to go sandy than is plain ice cream, but nuts cooked in syrup or just soaked in syrup are less apt to cause sandy ice cream than the plain nut and hence this type of nut flavoring for ice cream has an advantage over the other types except those cooked in oils. A syrup of 12 pounds of sugar to one gallon of boiling water is used.

## **Butter Pecan Ice Cream**

Butter pecan ice cream is one of the best sellers and the following formula works very well: Roast 20 lbs. pecan halves to a light brown. Add 2.5 pounds hot melted butter—10 ounces salt—mix well with the nuts. Cool and use 3-3.5 pounds for 10 gallons of ice cream. Salt is a very necessary adjunct to butter pecan ice cream. Following the above formula results in an ice cream requiring no additional flavor.

Some roast pecans by immersing in hot fat and then salting and cooling before adding to ice cream.

Several attempts by the writer to use peanuts in ice cream have not been convincing. Peanut butter has been used in ice cream and the flavored ice cream is quite satisfactory, though the ice cream freezes and whips slowly in batch freezers.

## **Variegated Ice Cream**

Here is another very popular flavor for ice cream with fruit, chocolate, marshmallow, and butterscotch as the leading flavors to use. These flavors are usually purchased and are then added by injecting with a pump as the ice cream comes from the batch or continuous freezer. Some put these syrups through a continuous freezer if three continuous freezers are hooked up together. This syrup is not frozen in the continuous as a rule but merely cooled and some air whipped into it. Then it goes to the header or mixing tube and joins the vanilla ice cream coming from the other two continuous machines. Putting the syrups through the continuous freezer tends to prevent settling of the syrup in the ice cream. Often such heavy syrups as butterscotch and chocolate settle to the bottom of the container of ice cream.

The ice cream should be frozen quite firmly in the freezer as this aids in preventing the settling of the syrups when it is injected by means of a pump.

These syrups can also be used for topping in the sundae cup.

## Stop the Drop

—from page 40—

were a customer and had to pay 25c for a sundae where would you go to buy that sundae? ...

*The Soda.* At most soda fountains you will find soda a poor seller in comparison with the sundae.

A retail ice cream outlet that makes a good sundae probably makes a poor soda; therefore, if both items sell for 25c, the customer wishing to get his money's worth buys a sundae.

Some retail outlets use a ten or a twelve ounce bell-shaped glass and use milk instead of coffee cream and makes such a poor tasting soda that once the customer tries it he never orders another.

Let's get back some of this lost soda business. Let's give the customer a large soda, using two No. 24 scoops of ice cream. When your customers see they get not one, but two scoops of ice cream in a soda you will sell lots more.

*The Banana Split.* They call this the king of the soda fountain. Why, I do not know, unless the reason is that most retail ice cream outlets sell so few of them. They sell few because: (1) The owner of the retail outlet thinks he loses money everytime he sells one. (2) To combat this, they cut the portions way down and charge so much that the customer knows he does not get value for money spent.

Don't you think that if retailers invested in added ingredient cost to make a decent banana split that they would sell more and make up that investment in added volume?

What are the advantages of having the right fountain formulas?

1. You know your cost figures.
2. By knowing your cost figures, you will keep your mark-up reasonable and keep your gross profit in proportion (having in mind volume and turnover).
3. Each fountain item will be made the same regardless of what clerk is on duty.
4. Customers will get their money's worth and become repeat customers.

HENDRIE'S BACKBAR is an excellent illustration of what Mr. Phelps refers to in the accompanying article as a "silent salesman." Patrons of this store are never in doubt as to the varieties of ice cream available, and the abundant point-of-sale material often results in large take-home ice cream purchases by people who just dropped in for a snack.



5. You will be knowing your cost figures and be able to keep better business records.

I feel that this fountain merchandising program is basic in its scope and that it can be changed or enlarged to fit your individual needs. But being basic, we in the ice cream industry need it for continued growth.

### Your Backbar

Is your backbar the silent salesman of your store dressed up to do a selling job for you? When a customer sits at your soda fountain and looks at your backbar does your back bar feature the flavor of the month for that extra promotional sale? Does your backbar have advertising flyers telling the customer what kind of packaged ice cream is available and the price of it to induce that take-home sale? Near the bottom of the backbar, do you have a display of empty pint cartons so the customer can see what your take-home package looks like? Or—is your backbar cluttered up with an advertisement concerning the local high school play and with displays of popcorn and other lines? To increase sales for 1950, let's get those backbars dressed up to do a selling job.

### Packaged Ice Cream

We are now living in a packaging age. I think, in the future, packaged ice cream will go ahead of bulk in manufacturing volume. One example may help you to understand this. In January, 1945, a chain store set up in Massachusetts sold 4,235 gallons of packaged ice cream. In 1949 this same chain sold 9,335 gallons, for an increase of more than 100 percent.

How can we merchandise packaged ice cream properly?

1. Get your point-of-sale advertising on packaged ice cream on your backbar.
2. Have a display of dummy packages of ice cream cartons where customers can see it.
3. Have your clerks talk it up.
4. Hold your mark-up to a reasonable level, keeping in mind volume and turnover.
5. Keep a section of your cabinets for packaged goods only. Keep it clean and neat and handy to clerks. Remember: selling packaged ice cream is plus merchandising which is plus profits.

## Ring Up Sales

—from page 64—

ering the number of calls made, number and amount of cash awards, product awards, number of homes where occupant was not at home, dealer stores visited, etc.

To go back to the "appropriately painted and decorated automobile": In 1949 we had excellent results in getting automobile dealers to provide, free, a new car, in return for a plug in the newspaper ads and on radio announcements. To further compensate the car dealer, the Belle-Ringer left a folder about the particular car at each home, but made no comments about the car. She also gave plastic toy automobiles to small children she saw in the homes visited.

Our point-of-sale advertising consisted of 19x25 posters only. We used two ads per week in newspapers after an opening splurge of daily insertions. We were on the air daily throughout the campaign with from two to six spot announcements in which we used two and three voices—male, female and children—plus door bell (chime) sound effect.

As for results—we got 'em! In one city, the largest dealer for a competitive product had so many calls for the brand being promoted by the Belle-Ringer that he said he was nearly (but apparently not quite!) forced to change



BELLE-RINGER cash award—first of its kind—is presented to housewife by George L. H. White of White Dairy Products Company. At the left is the pretty representative of the firm who found ice cream in the refrigerator. This photograph was subsequently used in newspaper advertisements to call attention to the promotion.

brands. Personnel from our agency interviewed a representative group of dealers, every one of whom were enthusiastic over the program.

J. T. HOWARD  
ADVERTISING AGENCY

*Creators of*

**"BELLE-RINGER"**

TESTED SALES PROMOTION CAMPAIGN

also offers for your  
EXCLUSIVE USE  
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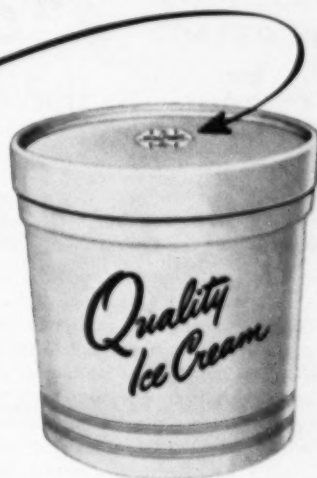
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*"Serving The Better Buyers"*

DRY ICE EQUIPMENT — REFRIGERATED EQUIPMENT

# National Ice Cream "Recipe" Contest

...promotes carry-out  
sales for  
Nestle Users



Sealright's Nestyle container, with its distinctive shape, slip-cover lid and kid glove finish, has proven over and over again that it is a package with outstanding sales appeal. Now users of this deluxe ice cream container are getting the full benefit from the powerful

sales pull of a nation-wide consumer contest.

In the May 27th issue of SATURDAY EVENING POST, over four million consumers will be invited to submit suggested ways of serving ice cream. A galaxy of valuable Westinghouse home appliances will be offered as prizes for the best ideas sent in by June 30th. Each entry must be accompanied by a simple statement AND a sanitary service emblem from a Sealright Container.

Watch the gals go for this one! It's a cinch, because any housewife has a chance to win whether she's a good cook or not!

And that's not all—there'll be another contest in July and August, and still another in September, so that those who lose out the first time still have a chance to try again. Actually this contest is a series of contests, for in addition to the Grand Prize of a new Packard, there will be three separate sets of prizes. The program was designed in this way to sustain strong consumer interest and sales pressure from Spring right through until Fall. If you package your ice cream in the Nestyle, be sure the sanitary service emblem is on the cover or in the container design. Also, write Sealright for the special Contest Kit of tie-in advertising to make this program YOUR program locally. If you're not a Nestyle user, let's get together fast . . . don't miss out on this one.

## Sealright

**NESTYLE CONTAINER**

SEALRIGHT CO., INC., FULTON, N. Y.; KANSAS CITY, KANSAS; SEALRIGHT PACIFIC LTD., LOS ANGELES, CALIF.;  
CANADIAN SEALRIGHT CO., LTD., PETERBOROUGH, ONTARIO, CANADA.

I would like all the facts on this 1950 Sealright Ice Cream Recipe Contest, and details on how it can fit in to the promotion plans of my company.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# TECHNICAL PROBLEMS



By DR. C. D. DAHLE  
Technical Editor, Ice Cream Field

## Comparing Mixes?

Please advise us which of the following mixes will produce the best ice cream:

Mix No. 1	
36% condensed skim	46 gals.
40% cream	46 gals.
4% milk	84 gals.
cane sugar	270 lbs.
stabilizer	5.5 lbs.

Mix No. 2	
36% condensed skim	30 gals.
40% cream	44.5 gals.
4% milk	107 gals.
cane sugar	276 lbs.
stabilizer	5.5 lbs.

If any changes can be made to increase the quality in any way we would appreciate your suggestions.

## Answer

I would definitely state that mix no. 1 would make the better ice cream because it has more solids and I think you would find that it would eat better. There is one thing to be said about no. 1, however, and that is that you may have trouble with sandy ice cream on certain occasions. If the ice cream is held too long in the cabinet that is not set low enough you may obtain the difficulty of having some of the lactose crystallize out, forming sandy ice cream.

If your ice cream is kept properly I don't believe that you will have too much trouble but you must keep the cabinets set quite low with mix no. 1. No. 1 would have a better body and texture. The composition of these two mixes are listed below.

Mix No. 1	Mix No. 2
10.0 per cent fat	10.0 per cent fat
13.1 per cent s. s.	10.9 per cent s. s.
15.0 per cent sugar	15.0 per cent sugar
0.3 per cent stabilizer	0.3 per cent stabilizer
18.4 per cent t. s.	16.2 per cent t. s.

## Heavier Weight Needed?

Enclosed is my formula for ice cream mix. My problem is in selling to the Army. They require a weight of 4.5 lbs. per gallon of finished ice cream. So far I have not been able to get more than 4 lbs. per gallon. I have tried different freezing and whipping points, but still cannot get a heavier weight.

The ice cream is very good and we get no other complaints other than the weight. Would you please give me a complete analysis of my mix and any suggestions as to what to do about the weight.

Following is the formula which we use:

2549 lbs. water
514 lb. skim milk powder
720 lbs. sugar
22.5 lbs. egg yolk (powder)
681 lbs. unsalted butter or 558 lbs. butterfat
13.5 lbs. stabilizer

## Answer

The formula which you are using is quite satisfactory and I find that it tests 12 per cent fat, 10.5 per cent serum solids, 15.4 per cent sugar, 0.48 per cent egg yolk, and 0.29 per cent stabilizer.

You are getting your overrun ahead of your freezing. Therefore you will have to use colder refrigerant so that you do not get too much overrun. I imagine you are using a batch freezer and with the amount of egg yolk you are using your product probably whips up before you get it frozen properly. If this is the case, all you have to do is freeze a little stiffer and you will knock out some of the air.

If you are using a continuous freezer and you are getting such light ice cream you better look around the freezer for air leaks. If your sanitary lines are not tight you may get excessive overrun with this type of machine.

If your machine is a batch freezer then you can over-freeze and knock some of the air out or cut down on your egg yolk. You may also try lower refrigeration temperatures and sharpening the blades.

## Storage Problems?

I read your article concerning the storing of plain condensed milk at temperatures of 0° F. for four or five months, with great interest because of our present problem of lack of storage space.

At present we are sugaring our condensed which takes twice as much space.

Three years ago we tried storing plain condensed with poor results. Most of our trouble was with a livery condition of a portion of the product which was insoluble in an ice cream mix. We also experienced the settling out of milk sugar crystals. Our storage conditions were unfavorable that year which might have been the cause of our trouble—the temperature fluctuations were 0° to 40° above.

This summer we will have in operation a storage room with a constant temperature average of minus 20° F. and would like the following information in regards to the making and storing of plain condensed:

1. Could we keep the plain condensed for a longer period than four months with storage temperatures of 20° F. below? If more, how long?
2. What Baume or striking point is best? Can we condense the product more than 3 to 1?
3. Does progressive thickening take place?
4. Will we experience a livery condition under ideal storage temperatures?
5. How does beginning acidity of 19 per cent or 20 per cent affect the finished product?

## Answer

Plain condensed at low temperatures can be stored with a fair degree of success if certain precautions are taken. In our own plant we have been doing this for several years. At the present moment we are using frozen condensed skim milk which was frozen seven months ago and it is still in excellent shape.

To begin with, you should use fresh skim milk and concentrate that to 3 to 1 or even 4 to 1 if you wish. This should not be heated at a temperature any higher than 160° to 165° F. before condensing. If you use high pre-heating or forewarming temperatures, then you will find more trouble in getting this product dispersed in the ice cream mix.

You mention that you have trouble with the material going into proper dispersion and you also mention that you have trouble with a "livery" condition and insoluble particles. You may have this even though the product is satisfactory. Many times the product looks jelly-like and has coagulated particles in it but still will disperse properly if you do not use too high temperatures in forewarming as mentioned before and if you cool immediately after condensing and freeze quickly and hold at say —10 or —15° F. All our products are stored at —15° F.

I believe I have answered your questions and hope that you will find you can store the product satisfactorily.

There is one precaution that I would like to suggest and that is that you set aside about five or six small samples of each run. Put these in an ice cream carton or some container where you can freeze a small quantity. Then take out these at the end of say two months, four months, etc. and check to see if the material will disperse in mix. If you have any difficulty with any particular lots failing to disperse properly, then you should use that batch up immediately.

If a batch does not disperse properly in the ice cream you can add 0.3 per cent sodium citrate to the vat of mix and this will aid in getting the pieces dispersed.

Following the precautions I have mentioned I believe you can have satisfactory results but at the end of four months I would start to use the product or at least look at the pilot samples.

ICE CREAM FIELD, May 1950



Here  
it is!

**A FULL  
3 OUNCE  
CHOCOLATE  
COATED BAR**

**To Sell at ... 5c**

Made With MAUN & LUND

## VELV-A-BASE

Your trade is accustomed to getting AND STILL WANTS a 3 ounce 5c stick confection. But rising production costs make it impossible to profitably produce a bar of this size at a nickel with genuine ice cream. A solution to your problem lies in the low-butterfat, frozen milk confection. And the perfect solution is Maun & Lund VELV-A-BASE ... a powder base that produces a mix with a flavor and texture comparable to ONLY THE FINEST ICE CREAM.

## Total Mix Cost LESS THAN 2/3c PER BAR

VELV-A-BASE, the result of extensive Maun & Lund research, is a powder base that requires only the addition of milk solids (non fat) and sugar to produce a quality bar at a reasonable cost. With VELV-A-BASE, your total mix cost is guaranteed to be no more than 8c per dozen bars. Coating, of course, is extra. ORDER THE SAMPLE UNIT LISTED ON THE COUPON. Satisfy both yourself and your dealers on the merit and appeal of this delicious bar made with M & L Velv-A-Base.

### MAUN & LUND, INC.

5860 NORTHWEST HIGHWAY, CHICAGO 31, ILL.

Please ship us, freight charges prepaid, one sample unit of M & L "Velv-A-Base" sufficient for processing mix for 1,000 three ounce bars, and 1,000 bags labeled "Happy Days" CHOCOLATE COATED BARS—A Frozen Milk Confection. Include advertising material for \_\_\_\_\_ dealers.

Sample M & L Velv-A-Base 3 lb. Unit and bags for 1,000 bars. @ \$7.75

Firm Name \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Also send us information and prices on full units and quantity discounts.

Export Representative: C. J. Dreiffuss, Inc.—50 Broad St., New York, N. Y.

## Promotion Plans Are Completed for 14th June Dairy Month

**J**UNE is the month for more sales and profits, according to Milton Hult, National Chairman of the June Dairy Month Program Committee.

Providing this sales momentum is the 14th consecutive Dairy Month Campaign, the industry's gigantic public relations and merchandising program designed to move more dairy foods from the thousands of food outlets across the nation to the 41,000,000 family tables in every city, town and hamlet.

There's no guess work about the selling power of June Dairy Month, according to Mr. Hult. All it takes, he declared, are the products to sell and the will to sell them. In the past campaigns, dairies, food stores, fountains and restaurants have increased sales of dairy foods 20% to 30%.

The national stage is being set for this million dollar tide of

promotion and publicity through the June Dairy Month Committee for Public Relations, with Lloyd H. Geil as National Chairman, and the Committee for Industry Participation, with Neal D. Kelley, as National Chairman, both of the National Dairy Council, Headquarters of the Campaign. These committees are composed of representatives from the sponsors of the nationwide sales campaign and are assisted by State Chairmen, State Association Secretaries and hundreds of other executives from the dairy and allied industries and organizations.

The nation's daily and weekly newspapers, with circulation well over 75 million, next month will tell the economic, social and nutritious significance of dairy foods through news stories and special features, with pictures, according to Mr. Hult.

Other promotions that will mark the annual program include contacts with radio and television chains, with secretaries of ninety-six restaurant and hotel management associations, with managers of thirty-eight press associations, with service clubs, newspaper and magazine advertisements, and cooperation with allied industries.

Mr. Hult urged ice cream manufacturers to take advantage of this "million-dollar public relations campaign." They can do this, he said, by seeking publicity in local newspapers and on local radio stations, by providing display materials for food outlets, and by briefing employees to "be up" for June Dairy Month.

### NDC Executive Post To Tiedeman

E. W. Tiedeman, General Manager of the Central Dairy Sales Cooperative, Chicago, was re-elected chairman of the Executive Committee of the National Dairy Council, Chicago, at its recent Board of Directors meeting in Chicago. Mr. Tiedeman also serves as the National Chairman of the Sponsor Committee for June Dairy Month, a nation-wide merchandising and public relations campaign for the dairy industry.





CONVENTION COMMITTEE of National Association of Retail Ice Cream Manufacturers met last month in Washington, D. C. Pictured were (seated, left to right): C. M. Jones, Jones Ice Cream Company, Washington, D. C.; Dr. C. W. England, Chairman Conv. Committee, C. Y. Stephens Dairy & Poultry Indust., Washington, D. C.; Arthur E. Jowett, Miller Dairy Farms, Eaton Rapids, Michigan, President, NARICM; E. M. Warder, Executive Secretary, NARICM, Toledo, Ohio; Robert A. Smith, Sealright Company, Inc., Fulton, New York. Standing: R. M. Strotton, C. M. Pitt & Sons Company, Baltimore, Maryland; Rhan Gundrum, David Michael & Company, Philadelphia; J. H. Ashmead, Cherry-Burrell Corp., Baltimore, Maryland; R. L. Stephens, High's Dairy Prod., Washington, D. C. and Gorman Prince, Alexandria Dairy Prod. Co., Inc., Alexandria, Virginia. (Members not in photo: Mrs. Vera Emery, Reindeer Frozen Custard, Washington, D. C.; Jack W. Kauffman, Empire Biscuits, Brooklyn, New York; Harvey A. Hahn, Robert A. Johnson Co., Milwaukee, Wisconsin.)

## NARICM Leaders Plan Convention

**A**RTHUR E. JOWETT, President, and E. M. Warder, Executive Secretary, of the National Association of Retail Ice Cream Manufacturers, met with Dr. C. W. England, Chairman, and members of the Convention Committee, April 13, in Washington, D. C. to formulate plans for the 1950 Convention, to be held in the Hotel Mayflower, Washington, D. C., from October 10 to 12.

A special dinner meeting, arranged by Dr. England and Gorman Prince, was held at the Hotel Continental, April 13 for the purpose of securing new members for the National Association of Retail Ice Cream Manufacturers and to discuss the formation of a local group. The members and prospective members heard brief addresses by Mr. Jowett and Mr. Warder, as well as testimony by members and associate members as to the benefits of NARICM.

The vote to organize a local unit was unanimous and the group elected to temporary office James Skinner, Gifford's Ice Cream Company, Silver Spring, Maryland, as President, and Mrs. Richard Hazel, of Hazel's Inc., Arlington, Va. as Secretary.

The Annual Spring Planning Conference of the NARICM was held meanwhile at the Hotel Commodore Perry Toledo, April 26 and 27. James E. Davis, President of North Star, Inc., Muncie, Indiana was general chairman, conducting a series of fact-finding sessions in smooth professional fashion.

The Board of Directors met concurrently to approve plans for the Washington convention. Among the features to be approved was the Third Annual Ice Cream Breakfast which will take the spotlight as the "kick-off" event on the opening day, October 10. A committee of Washington ice cream and supplymen will work out the details with the hope of inviting famous government celebrities to the "Breakfast."

The regular sessions at Toledo were divided into production and merchandising meetings. Every member was called on to participate in the "Question and Answer" program.

On the first day, Irving C. Reynolds of Franklin Ice Cream Company, was discussion leader on the topic, "Ice Cream Mix." He was followed by association President Jowett, who outlined the coming "Washington Convention." He also undertook the important subject, "Property Upkeep and Sanitation."

Jay C. Fleming of Fleming Ice Cream Company, Jackson, Michigan, was front man for the session on "Ice Cream Making." He called on individuals to reveal their pet ideas in production methods. An exhibition and sampling of package and fancy ice cream submitted by members was arranged by Walter E. Tucker of Franklin Ice Cream Co.

The only evening session was competently handled by Mr. Davis. The group exchanged ideas on "Selling Ice Cream." The program was enlivened by a talk by Howard B. Grant, Publisher of ICE CREAM FIELD, who highballed sales opportunities. He spoke of how television was hurting evening sales at retail stores in many cities, recommending that retailers counter-attack by providing home deliveries of TV ice cream specials.

The second day was opened by a breakfast given with the compliments of the Charles A. Peterson Company. Hosts were Harry J. Hendron and David B. Sankey of the Cleveland firm.

H. J. Muldoon, Bonnie Doon Ice Cream Company, Mishawaka, Indiana, made a slashing attack on antiquated publicity and advertising methods. He demonstrated how his firm increased gallonage through a different approach. Ken Wallace of Franklin, Cleveland, selected the topic, "New and Profitable Advertising Ideas," demonstrating with samples of his firm's program.

The two-day conference wound up with a luncheon, at which a capacity audience heard Mr. Reynolds talk on "Some Practical Conclusions for Successful Operation in 1950."

## WHEN IT COMES TO NUT ICE CREAM Check With The Assorted Nutmeats Co.

Are you planning your schedule of nut ice cream flavors for the summer and fall months?

The simple and convenient way to plan a schedule of nut ice cream is to talk it over with a house that specializes in nuts for ice cream, with a firm that supplies all types of nuts. Here, under one roof, you can study all the exciting possibilities of using nuts in ice cream. You can compare costs between various grades and various kinds of nuts. More important, you can work out a coordinated program of nuts needed over an entire season—thus assuring you of a supply, even of scarce, hard-to-get nuts—prepared fresh as and when you need them—at the lowest prices the market permits.

We are featuring at present the two most popular nuts of 1950.

## Buttered Select Pecans and Butter Toasted Almonds

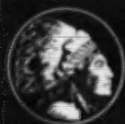
All of our nuts are prepared fresh to order, vacuum sealed in air tight shipping containers, and rushed to you. Write for prices today.

## THE ASSORTED NUTMEATS COMPANY

4106 Main Street

Pittsburgh 24, Pa.





again in '50  
the SWING is to **SAVAGE**  
ICE CREAM  
CABINETS

Turn to  
**PAGE 3**  
and you'll  
see why!

## DISA Holds Second Lottery

**E**XACTLY one month after the first Area-Locations Lottery for space at the forthcoming seventeenth Dairy Industries Exposition, a secondary supplementary drawing was held April 17 in the Washington headquarters of Dairy Industries Supply Association. Companies vying for space in this second lottery were those which could not use the areas they had drawn earlier at DISA's 31st Annual Meeting, held in Chicago in March or who had strong reasons for desiring a change of locations.

Drawing company names and booth locations from fishbowls were Robert C. Hibben, Executive Secretary of International Association of Ice Cream Manufacturers, and Philip E. Nelson, Director, Dairy Branch, Production and Marketing Administration, U. S. Department of Agriculture. J. W. Senour, Washington representative of Sanitary Mfg. Co. of Pittsburgh, was present as an observer.

The supplemental lottery was noteworthy in that it marked the first time in long history of the Big Show of the Dairy Industry that companies have vied for space on the lower level of giant Convention Hall in Atlantic City. This serves, DISA spokesmen interpret, to indicate that the coming Exposition will be the largest in the success-studded series. "Never have so many companies requested space at any Show in history," they say.

The Seventeenth Dairy Industries Exposition will be held October 16 to 21 in Atlantic City, New Jersey, with concurrent giant conventions of Milk Industry Foundation and International Association of Ice Cream Manufacturers. Attendance estimates conservatively set at this early date already indicate that some twenty thousand visitors—dairy industry personnel, technologists, educators, public officials, all whose livelihood is based on milk—will throng the aisles at the panoramic Exposition.

## Form New Washington Organization

The Washington State Dairy Foundation is the new organization formed as the result of the merger of the Washington State Milk Dealers Association and the Washington State Ice Cream Manufacturers Association. The amalgamation of the two Associations was voted at their joint convention in December. The completion of the incorporation of the Washington State Dairy Foundation has been announced by A. Frank Bird, secretary-treasurer, who was formerly Executive Secretary of both associations.

The purposes of the corporation are to promote the welfare of all factors engaged in the processing and distribution of dairy products; to promote the use and consumption of these products and to develop a program of education of the people as to the food value of milk and milk products and to create a wider use of milk; and to develop new uses for milk and milk products and to create new milk products.

Headquarters of the foundation will be maintained at 808 Skinner Building, Seattle. Officers and directors are: M. M. Boney, Whatcom County Dairymen's Association, Bellingham, President; Jack F. Shrader, Cascade Gold Star Dairies, Yakima, Vice President; A. Frank Bird, Skinner Building, Seattle, Secretary-Treasurer; Hans Forster, Alpine Dairy, Seattle; George Ustler, Angeles Cooperative Creamery, Port Angeles; William M. Winther, Arden Farms, Seattle; Jim Fergus, Arwon Guernsey Farms, Everett; J. Houston McCroskey, Carnation Company, Spokane; J. M. Helphrey, Curlew Creamery Company, Spokane; George W. Wilson, Golden Rule Dairy, Seattle; Harry R. Albom, Highland Dairy, Inc., Longview; Bert Sweeting, Medosweet Dairies, Inc., Tacoma; Richard Smith, Milky Way Dairy, Pullman; Kenneth C. Price, Prices Golden Guernsey Dairy, Port Orchard; M. M. Thomas, Tacoma Milk Producers Association, Tacoma; and George Weiks, United Dairy, Olympia.



GROUP PICTURE of some of the 300 persons who attended the 19th annual State College of Washington Institute of Dairying. The March meetings were generally considered the most successful in the Institute's history, and were marked by the first meeting of the recently organized Washington State Dairy Foundation.

JOVIAL THREESOME snapped at the 25th Annual Meeting of the Dairy Products Association of Kentucky, Hotel Brown, Louisville, in March; included (left to right): Owen M. Richards, General Manager of the American Dairy Association, Chicago, Illinois; the Honorable Virgil Chapman, U. S. Senator from Kentucky; and Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, Washington, D. C.

## Dairy Association Names Schoby

Mobilizing the greatest advertising and merchandising crusade in the history of dairying, delegates from across the nation pointed the dairy industry to a brighter future at the 11th annual rally of the American Dairy Association.

Drafting a "do-it-ourselves" business-building program, the dairy delegates keyed everything to a sweeping industrywide push designed to bring consumption in balance with production. The new business blueprint will become effective in January 1951, when the ADA Advertising Set-Aside will be placed on the year round basis at the rate of a quarter cent a pound of butterfat or one cent per hundred pounds of milk.

Between now and the kick-off of the expanded program, the industry will focus its forces on making the Advertising Set-Aside in June 1950, at the rate of one cent a pound butterfat, the greatest on record. Everybody everywhere will be enlisted to "set aside for ADA in June."

New officers elected by the American Dairy Association were C. R. Schoby, Algona, Iowa, as President; Merrill N. Warnick, Pleasant Grove, Utah, Vice President; George F. White, Homer, Louisiana, Secretary; W. J. Swayer, Gurnee, Illinois, Treasurer, and William J. Murphy, Bismarck, North Dakota, Assistant Secretary-Treasurer.



## New York Manufacturers Honor Frey

At a meeting March 17 of the Board of Directors of the Association of Ice Cream Manufacturers of New York State, N. Y., George H. Frey, of Scotia, was unanimously elected both an Honorary Director and an Honorary Member of the association as a token of appreciation for "the many years of untiring and unselfish work he devoted to the best interests of the Ice Cream Industry in New York State."

In a statement of policy on laws and regulations, the association opposed the adoption of local ordinances governing the manufacture and sale of frozen dairy foods, maintaining that State Laws and Regulations afford adequate health and consumer protection. Another resolution called for the removal of trade barriers.

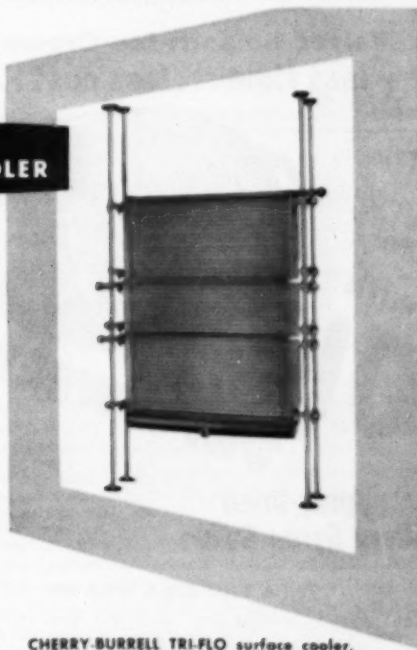
# Versatile...

## the TRI-FLO COOLER

TRI-FLO—Cherry-Burrell's efficient, sanitary surface cooler expands with your business!

Here's a modern cooler for the small or moderate-sized plant that is as versatile as it is economical. When a capacity increase is needed, additional cooling sections can be quickly and easily added—right up to the ceiling, if necessary.

TRI-FLO Coolers operate on the advantageous triple tube flow principle, and can be used with a wide range of coolants. Brazed construction assures long life and low maintenance cost. There are many other TRI-FLO features. See your Cherry-Burrell representative for complete details. Learn how you can raise quality and lower pumping costs—with the TRI-FLO.



CHERRY-BURRELL TRI-FLO surface cooler, in stainless steel or tinned copper, is available with capacities from 500 to 5,000 lbs. of milk per hour.

### CHERRY-BURRELL CORPORATION

General Sales and Executive Office:  
427 West Randolph Street, Chicago 6, Illinois  
Milk and Food Plant Equipment and Supplies  
FACTORIES, WAREHOUSES, BRANCHES, OFFICES, OR  
DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES



*trendmaker in a great industry*



**PRODUCTION & LABORATORY Council's Program Committee** of the International Association of Ice Cream Manufacturers for the Atlantic City Convention met in the Hotel Bellevue-Stratford, Philadelphia, April 13 and 14. Seated, from left to right are: Clyde Minster, Greenbrier Dairy Products Co., Lewisburg, West Virginia; Cecil R. Preston, Richmond Dairy Co., Richmond, Virginia; Alfred Leightman, Leightman Ice Cream Co., Hazleton, Pennsylvania; S. J. Rawley, The Borden Co., Milwaukee, Wisconsin; J. Hoffman Erb, Borden's, Columbus, Ohio; John Burdan, Philadelphia Dairy Prod. Co., Philadelphia, Pennsylvania; Chas. Kray (Chairman P. & L. Council), Southern Dairies, Washington, D. C.; Lyman M. Jordan, Southern Dairies, Inc., Washington, D. C.; Frank E. Geyer, Breyer Ice Cream Co., Philadelphia, Pennsylvania; G. W. Shadwick, Beatrice Foods Co., Chicago; H. D. McAuliffe, Bowman Dairy Co., Chicago; and John Sampey, Abbotts Dairies, Inc., Philadelphia, Pennsylvania. Standing, from left to right are: Robert C. Hibben, IALCM, Washington, D. C.; John S. Conner, IALCM, Washington, D. C.; Ivan Adams, Penn Dairies, Lancaster, Pennsylvania; Harold Pratt, Philadelphia Dairy Prod. Co., Philadelphia; Wm. H. Stevens, Supples-Wills-Jones Milk Co., Philadelphia; J. E. Shutt, Breyer Ice Cream Co., Philadelphia; and B. A. Sides, Melvern Dairies, Washington.

## Philadelphians' Frolic Set

The annual outing of the Philadelphia Dairy Mixers will be held June 16 at the Aronmink Golf Club, Newtown Square, Pennsylvania. Arrangements for the festivities have been completed, according to a joint announcement by H. F. Beumer, President, and M. R. Burke, Chairman of the entertainment committee.

## Wisconsin Outing Planned

The Hotel Dell View in Lake Delton, Wisconsin, will be the scene of the annual summer stag outing of the Wisconsin Ice Cream Manufacturers Association. The dates are June 6 to 8.

## 400 Attend Wisconsin Confab

Over 400 representatives from industry and governmental agencies attended the 1950 Dairy Manufacturers' Conference held at the University of Wisconsin March 23 and 24. The first day of the conference was devoted to discussions of problems involved in the manufacture of ice cream and cottage cheese. An evening banquet and entertainment program was held at the Memorial Union.

**Velvet Smooth Ice Cream in  
less time ... less cost ...**



**Spray-Dried  
Corn Syrup Solids**

We can help you make the finest ice cream your customers have ever tasted! The complete facilities of our laboratories are at your service to help you with technical problems.

**Try A Trial Batch With OK**

and prove to yourself how much OK can do to give you a finer product at lower cost. See your Hubinger representative or write direct.

**THE HUBINGER CO., Keokuk, Iowa** EST. 1881

Confectioners' Corn Syrup, Thin Boiling Starches, Moulding Starches

**Quality  
ICE  
CREAM  
FRUITS-FLAVORS**

**JOHNSON'S**

CHOCOLATE  
FUDGE  
BUTTERSCOTCH  
FROZEN PUDDING  
ORANGE PINEAPPLE  
BLACK RASPBERRY  
ALMOND BUTTERCRUNCH  
BUTTERED PECAN  
and OTHERS ...

**H. A. JOHNSON CO.**

221 STATE STREET  
BOSTON 9, MASS.

125 MACQUESTEN PKY., S.  
MT. VERNON, N. Y.

# the vat with plus values

Mojonnier Zone-Control Vats, below, used for processing mix in large mid-western dairy.

The Mojonnier Vat long has been recognized as the ideal ice cream mix pasteurizer because of its seam-welded, zone-control construction and scientifically designed agitation.

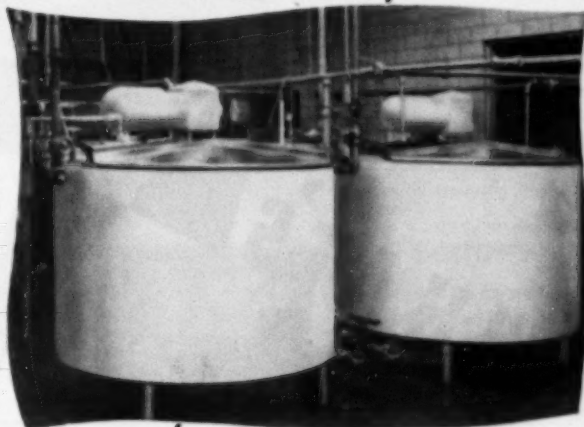
• But, in addition, it offers the plus value of cooling as quickly and economically as it heats. Along with mix processing, you can cool and heat other dairy products such as cream, condensed milk and chocolate for syrup or coating.

• If you want flexibility, plus values, and complete dependability, it most certainly will pay you to investigate Mojonnier Zone-Control Vats. Write today to:

MOJONNIER BROS. CO., 4601 W. OHIO ST., CHICAGO 44, ILLINOIS

**Mojonnier**

**zone-control Vats**



OTHER NOTED MOJONNIER ENGINEERED UNITS INCLUDE:

Cold-Well Tanks • Compost Coolers • Milk Testers  
Vacuum Pans • Tubular Evaporators • Cut-Wrap  
Machines • Automatic Carton Lining Machines • Laboratory  
Equipment and Supplies • Bottle, Case and Can Conveyors

## Tri-Staters to Convene

Bedford Springs, Pennsylvania, will be the scene of the 43rd annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey, and Delaware. The meetings will be held from May 17 to 19.

Greater audience participation in business sessions will be stressed. New developments in ice cream merchandising will also be described.

## Hemb and Young Address Confab

Sales are climbing for semi-frozen, low fat content ice cream products like frozen custard, and sales are falling on straight ice cream, both since 1947. So reported Donald Hemb, Elgin Milk Products Company, Chicago, to seventy-five men attending the conference on ice cream manufacture at the University of Illinois College of Agriculture April 11 and 12.

Using Ice Cream Institute figures, he said that in 1949, ice cream sales were down three per cent from 1948, and off seven per cent from 1947.

For the same period, he noted that soft, low-fat products claimed 7.9 per cent of total ice cream sales in 1947 and 9.6 per cent in 1948.

Mr. Hemb mentioned a study which showed that ice cream sales were tied directly to disposable consumer income. He

thought larger sales of soft ice cream products were not at the expense of lower sales of regular ice cream.

However, Gordon Young, Dressel-Young Dairy, Granite City, Illinois, thought differently. Soft, low fat products amounted to 8.5 per cent of his company's total sales in March, 1946, he reported and that share climbed consistently to forty per cent in August 1949. He estimates it will reach fifty-five per cent in August 1950. But his company's total sales remained about the same during the period.

## Rosenbaum Reports on Puerto Rico

"Potentials for a vast increase in the consumption and production of dairy products in Puerto Rico are developing at a rapid rate," reports Robert Rosenbaum, Chairman of the Board of Dairy Industries Society, International, because revitalization programs in both industry and agriculture are going to bring about a higher standard of living for the more than two million American citizens of the Island."

Mr. Rosenbaum, who only recently returned from a two months' tour of the Caribbean area, was critical, however, of inflexible price-setting practices which have brought about an inability to process the present glut of fluid milk resulting from the most favorable producing conditions in the history of Puerto Rico. "The dairy industry there is in a transition stage," he pointed out, "and neither local members of the industry nor public officials have had an opportunity to become familiar with the somewhat complicated mechanics of a modern dairy economy."





## LAWRENCE JOINS GUNDLACH ORGANIZATION

Charles E. Lawrence, widely known in the dairy industry, has been appointed director of the Dairy Manufacture and Research Bureau Division of G. P. Gundlach & Company, Cincinnati, merchandise consultants.



CHARLES E. LAWRENCE

Mr. Lawrence, born in La-Crosse and a Wisconsin dairyman of the third generation, grew up in active association and participation in the dairy industry. His experience covers market milk, butter, cheese, ice cream, condensed milk and milk powder production and merchandising.

Miss Mildred B. Jenkins, who has been associated with the Gundlach firm, has been appointed assistant secretary of the company.

G. P. Gundlach, President of the organization, said that Miss Jenkins was elected to the officership by the company board of directors at a recent meeting.

Representatives from all parts of the United States and Canada—fifteen states and Ontario—attended the second 1950 Gundlach Ice Cream Merchandising School, held March 7 to 9 at the Cincinnati Club.

Ice cream vendors who "have the will to set a definite sales goal and establish a quota" do more profit-making business than those who are complacently operating on a hit-or-miss basis, according to C. W. Esmond, Vice President, who told the second 1950 Gundlach Ice Cream Sales School that "setting a definite goal can yield a 20 per cent increase in dollar sales."

"Survey statistics prove that establishment of a quota system

for sales and a persistent follow-through selling and merchandising effort brings profit dollars, Mr. Esmond advised.

Development of "take-home" package trade for increasing ice cream sales, Mr. Esmond told the Gundlach school, "is a certain method to assure increased profits."

## CLINTON FOODS APPOINTS

Paul A. Young, now identified with Clinton Foods' bulk sugar, syrup and starch sales at 15 McGrath Highway, Somerville, Massachusetts, has taken over the territory formerly covered by O. W. Hixon, who died last February. Mr. Young was with Clinton's Lettuce Leaf Salad Oil division previously.

W. D. Schwenger, well known in west coast purchasing circles, is now affiliated with the bulk sales staff of Clinton Foods, according to an announcement made by Walter F. Jackson, manager of Clinton's San Francisco headquarters at 1 South Park.

Mr. Schwenger, formerly purchasing agent for the Lyons Magnus Company, is taking over the San Francisco territory formerly covered by Richard F. Jones.

Northwest territory customers of Clinton Foods will find that Manager John Raasche and his staff have moved back to 705-707 Palace Building, Fourth & Nicolett, Minneapolis, Minn. Warehouse facilities are still located at the 3200 Snelling Avenue address.

## NDP POST TO RIGGS

Dr. Lloyd K. Riggs was recently appointed Director of the newly formed Division of Nutrition and Biochemistry of National Dairy Research Laboratories, Inc., Oakdale, Long Island. Dr. Riggs, formerly the Director of Research (from 1936 to 1948) of Kraft Foods Company in Chicago, another subsidiary of National Dairy Products Corporation, transferred to the Oakdale Laboratories in 1948. At Oakdale, he was Director of Nutritional Research until the formation of the new division.

## CONTINENTAL CAN NAMES GEN. CLAY

General Lucius D. Clay, formerly commander of United States forces in Europe and military governor of the United States Zone, was elected chairman of the board of directors and chief executive officer of Continental Can Company, Inc., at a meeting held in New York City on April 26. He replaces Carle C. Conway who has resigned after having served as chairman since 1930.

In making this announcement, the board of directors stated that it had accepted Mr. Conway's resignation with reluctance and regret, but is gratified that he has consented to continue as a member of the board of directors and serve as chairman of the executive committee. In this way his experience and counsel, covering thirty-seven years since he first became Vice President and a director of the company, will continue to be available.

General Clay has been a leading military and administrative figure in the nation for more than three decades.

A native of Marietta, Georgia, General Clay received his B.S. degree from the United States Military Academy in 1918, and was commissioned a second lieutenant in the Corps of Engineers. He represented the United States at the Permanent International Navigation Conference at Brussels in 1934, and subsequently served on General MacArthur's staff in the Philippines.

General Clay was in charge of the construction of the Red River Dam at Denison, Texas from 1938-1940, and later took charge of the defense airport program of the C.A.A. During the war he was assistant chief of staff for Materiel, Service of Supply in charge of Army Production; and was appointed deputy to Director James F. Byrnes for war programs in 1944. He became deputy to General Eisenhower in 1945, and was elevated to commander of United States forces in Europe, and military governor of the United States Zone in 1947, a post he served with distinction through 1949.

For distinguished services rendered during his long military career, General Clay has been decorated with the Distinguished Service Medal with two Oak Leaf Clusters, The Legion of Merit, and the Bronze Star. He has received many foreign awards and honorary degrees. He is a member of the American Society of Civil Engineers, Society of American Military Engineers, the Army-Navy Club, of Washington, D. C., and The Lambs Club of New York.

Mr. Conway is a native of Illinois, and an alumnus of Yale University. He entered the piano business upon graduation from college, organizing the Conway Company, and later acquired control of the Hallet & Davis Piano Company. He relinquished these interests in the early 1920's.

Mr. Conway's initial connection with container manufacture came in 1913, when he was elected a Vice-President and director of Continental Can Company, Inc. He served as its President from 1926 to 1930, when he became chairman of the board, a position he has occupied until his resignation on April 24, 1950. He was again elected President of the company in 1943, and served in that capacity until December, 1946.

Mr. Conway has long been a prominent figure in American financial circles. He served as chairman of the Committee for the Study and Reorganization of the New York Stock Exchange, 1937, and later, 1939 to 1940, served two terms on the board of governors of that institution. He is a director of The Reading Company, Philadelphia, Pa.; director and chairman of the Executive Committee of Vulcan Detinning Co., Sewaren, New Jersey; a trustee of: The National Foundation for Infantile Paralysis; the Nutrition Foundation; the Boys' Clubs of America, Inc.; and is a graduate member of the Business Advisory Council of the United States Department of Commerce.

## SCOOP-RITE Now Used Exclusively by Many Leading Ice Cream Manufacturers

The Scoop-Rite line is widely used all over the country, and has been a sensation in tie-in promotions to build bulk sales. All items are cast in solid one piece aluminum. Highest quality is combined with unusually low price.

### SCOOPS

Scoops a perfect circle with every dip, eliminates dipping loss. No sticking because aluminum alloy distributes heat 100 X faster than water. Vacuum grip on handle. Practically indestructible. Meets all sanitary regulations.

Low price makes Scoop-Rite ideal for retail take-home promotion... already proved by nation's leading manufacturers.

Available in several sizes.

### SPADES

Solid one piece aluminum, perfectly balanced, sharp. Will scoop several bulk packages without any dipping in water. Vacuum "No-Slip" handle. Large, medium and small sizes.



### DIPPER WELLS

The most durable on the market. Solid one piece aluminum construction. Inlet and outlet plumbing connections. Bright polished finish.



Write For Full Information

## SCOOP-RITE COMPANY

788 WILDE ST., DETROIT, MICH.

## Why do it the HARD Way?



Build **BOTH** Volume & Profits  
with **SWEDEN**

It's profitable gallonage that counts. **SWEDEN** Speed Fountain Freezers build volume and stretch ice cream profit margins in four basic ways:



MODEL 1-131

- \$ **Reduced Costs**—**SWEDEN** eliminates labor cost of dipping, scraping, handling. Food costs drop even lower—with less cream weight-per-serving required and ordinary shrinkage of bulk ice cream eliminated.
- \$ **Popular Specialties**—The delightful taste and uniform texture of Soft Ice Cream, Frozen Custard and other long-profit specialties served fresh from a **SWEDEN** win new customers and bring 'em back for more!
- \$ **Trouble-free Operation**—**SWEDEN** Freezers have passed every test of time and use. Superior design features, sturdy construction and simplicity of operation add up to more and longer service, less upkeep expense.
- \$ **Variety of Models**—There's a **SWEDEN** for every need, every budget. Dispense continuous basic flavors or variety of fruit flavors from double-hand machines. Economy-of-space design adapts **SWEDEN** to your operation, not vice-versa!

Don't give ice cream profits away! Have and sell with **SWEDEN**—the original soft ice cream freezer—for more than 17 years leader in the ice cream freezing and dispensing field.

For more information on how to increase YOUR ice cream profit margin, write today to:

**SWEDEN SPEED FREEZERS**

the  
FOUNTAIN  
FREEZER

**SWEDEN FREEZER MANUFACTURING CO.**  
DEPT. A-2, SEATTLE 99, WASHINGTON

## LILY-TULIP PROMOTES THIRTEEN

Lily-Tulip Cup Corporation has promoted thirteen men to new key sales positions, it was announced April 27, by Fen K. Doscher, Vice-President in charge of sales.

In the New York metropolitan division, Robert Ferran was named division sales manager. Walter Brunauer, Lily-Tulip's director of sales training, was named assistant sales manager in the New York City area. Mr. Ferran was formerly vice president of A. E. MacAdam & Co., Brooklyn paper wholesalers.

Robert Snyder, who joined the company following his service as a Lt. (j.g.), U. S. Navy, has been transferred to New York headquarters as assistant to Mr. Doscher. Mr. Snyder, a sales trainee in 1946, was later advanced to district manager in northern Ohio, a post he held until his recent promotion.

Edward Horan, formerly a salesman in the company's Cumberland sales area, has been named manager of a new sales area in the Altoona-Johnson-Cumberland territory.

To manage another new sales territory, Wyckliffe T. White has been appointed sales supervisor for eighteen Carolina and Virginia counties with headquarters in Fayetteville, North Carolina.

Patrick Baker, formerly in charge of the southern Ohio area, has been named to handle sales in twenty-two Northwestern Ohio counties in the trading area of Toledo and Lima. Eastern Ohio has been assigned to Joseph S. F. Johnson, who will handle fifteen counties in the Akron, Canton, Youngstown and Struvenville trading area.

The southern Ohio territory will be supervised by William Dun, who will continue as district manager of twelve Ohio, three Kentucky and two Indiana counties in the Cincinnati area.

The northeastern Ohio territory of six counties in the Cleveland area has been assigned to Leslie Nelson, transferred from the Chicago sales office.

The thirty-county central Ohio area, covering Columbus, Dayton and Springfield, will be directed by John Cavallaro, formerly salesman in the Louisville, Kentucky, area.

Jack Carter, formerly district manager, Lily-Tulip's Oklahoma sales territory, has been named packaging specialist for the south-west division. He will be located in Dallas, Texas.

In other of Lily-Tulip's expansion moves, F. L. Crawford, formerly manager in the south-Texas sales area, was named manager of the Oklahoma territory, and J. W. Rowley, a former salesman in the company's south-east Texas region, has been appointed manager of the south-Texas sales territory, with headquarters in Corpus Christi.

## RECORD APPOINTS HARRY L. QUINN

Harry L. Quinn has been appointed Director of Sales for all Recold products excepting those in the Oil and Gas Division.



HARRY L. QUINN

This announcement was made recently by Hy Jarvis, Vice-President and General Manager of Refrigeration Engineering, Inc. ("Recold").

The appointment of Mr. Quinn as Director of Sales follows his brief association with the company as Sales Manager of their Air Conditioning Division.

In his new position with Recold, Mr. Quinn will continue the expansion of their distribution plans which now carry Recold products throughout the United States and into many foreign countries.

#### GOLDEN STATE APPOINTS GILES

The appointment of William Giles as Golden State Company, Ltd.'s ice cream sales manager for the Los Angeles area was announced recently. Mr. Giles replaces Edward Sturtevant whose promotion to the post of southern division manager was recently announced.

A graduate of Illinois State Norman College, Mr. Giles has been in the ice cream business since 1937. Starting as an ice cream salesman for a Pacific Coast dairy company, he advanced to the position of district sales manager. He joined Golden State last year in a sales capacity.

#### 50 YEARS OF SELLING

Jo Grombach, one of the best known chocolate salesmen in the business, this year celebrates his fiftieth in the chocolate industry. He went to work in 1900 with Runkel Brothers of New York and joined Lamont, Corliss & Company at the time it acquired the Runkel business in 1938. Thus, in all those years, he has represented only two chocolate manufacturers.

Lamont, Corliss & Company will celebrate Jo's fiftieth anniversary in the chocolate business by giving a cocktail party at the Hotel Waldorf-Astoria in New York during the Convention of the National Confectioners' Association. This party will be dedicated to Jo Grombach, his many friends in the industry, and to his many more useful years in selling.

#### BORDEN ANNOUNCES PERSONNEL CHANGES

Ernest C. Thompson, widely known in the dairy industry for his outstanding work in quality control, has retired as director of laboratories for the Borden Company's Manufactured Products Division. He is being succeeded by Raymond Powers, assistant director for the past four years.

The Borden Company has also appointed John A. Oetzel as manager of its newly organized Safety and Fire Prevention Department, and Francis T. McGowan as safety director. With Borden's for 19 years, Mr. Oetzel has been chief fire prevention engineer since 1946. Mr. McGowan joined the Company as a safety assistant in 1942, and succeeds Edgar G. Quesnel who retired as safety director after thirteen years of service.

W. W. Trout, a veteran of forty-two years in the dairy business, has retired as manager of Borden's in Springfield, Ohio. James P. Wilson, assistant manager for the past two years, succeeds Mr. Trout.

#### ACRMA ADDS HOYE TO BOARD OF DIRECTORS

T. E. Hoyer, Sales Manager, Refrigeration Division, of the Savage Arms Corporation of Utica, New York, has been elected a member of the Board of Directors of the Air Conditioning and Refrigerating Machinery Association. Mr. Hoyer is Chairman of ACRMA's Ice Cream Cabinet Section, the trade association organization of ice cream cabinet manufacturers.

#### F. O. DAIKER DIES

F. O. Daiker, Sales Manager of F. Ritter & Company, Los Angeles manufacturer of essential aromatics, died April 2. Prior to joining the Ritter organization twelve years ago, Mr. Daiker was Production Manager of Arden Farms for twenty-nine years. He is survived by his wife, Mrs. Jennie Daiker.

## ARE YOU MASKING THE FINE FLAVOR OF

# *Your Ice Cream?*



**Stabilizers, too, affect flavor.**

**Choose yours with the same care you select other ingredients**

Because of its own mild flavor and lower rate of usage, Krageleen will not mask the flavor of your ice cream. Krageleen helps produce just the right texture, enhances flavor, improves quality, protects your profit.

See for yourself why so many ice cream makers are switching to carrageenin-based Krageleen. Order a barrel today from Phenix Pabst-ett Company, Dept. K-11, 460 E. Illinois St., Chicago 90, Ill. And for helpful information on ice cream making, write for the booklet "Hot Tips on a Cold Subject."

## KRAGELEEN

*A finer vegetable stabilizer for ice cream*

**A KRAFT PRODUCT**

Distributors: Phenix Pabst-ett Company





WEDDING PARTY of Mr. and Mrs. George A. M. Anderson (President, The King Company, Owatonna, Minnesota) was photographed at the Calvary Methodist Church immediately after the marriage ceremony March 25 at Somerset, Pennsylvania. Back row: Paul Anderson, The King Company, Des Moines, Iowa; Daniel M. Frye, S. H. Mahoney Extract Co., Somerset, Pennsylvania; Ralph Karnett, The King Company, Owatonna, Minnesota, and Jack Doyle, Brooklyn, New York. Front row: Robert H. North, International Association of Ice Cream Manufacturers, Washington, D. C.; Stanley Muckle, Muckle Manufacturing Company, Owatonna, Minnesota; Mrs. Daniel M. Frye, bridesmaid; Mrs. Anderson; Mr. Anderson, and Butler A. Loomis, Meadville, Pennsylvania.

#### KRINGS GETS ANHEUSER-BUSCH AD POST

R. E. Krings became Director of Advertising for Anheuser-Busch, Inc., St. Louis, Missouri, on March 1. Mr. Krings succeeded George F. Tilton, who resigned because of ill health. Mr. Krings was formerly Assistant Director of Advertising, and has been with the Anheuser-Busch organization for sixteen years. The promotion was announced by August A. Busch, Jr., President of the firm.

#### STUTZMAN REPRESENTS REVCO

J. H. Overmyer, General Sales Manager of Revco, Inc., announces the appointment of Robert Stutzman as special sale representative on all commercial open-top frozen food and ice cream merchandisers. Mr. Stutzman, it is stated, will contact national accounts in the frozen food and ice cream fields, calling on manufacturers, processors and distributors.

#### PORT MORRIS NAMES TREBLE

John M. Treble has been appointed the exclusive distributor of Electro Freeze Machines in Michigan, Northern Illinois and Indiana, according to a recent announcement by the Port Morris Machine and Tool Works, New York City, manufacturers of Electro Freeze. Mr. Treble will make his headquarters in Detroit and has opened offices and display rooms at 19733 West Seven Mile Road, Detroit.

The Port Morris Machine and Tool Works has been produc-

ing freezers for over twenty years and recently introduced a new line of continuous freezing, direct dispensing soft ice cream freezers.

#### STALEY APPOINTS THREE

Appointment of Lowell O. Gill as technical director of A. E. Staley Manufacturing Co., corn and soybean processor, has been announced by A. E. Staley, Jr., President. The technical department engages in research and technical sales service work.

Mr. Gill, who has been assistant director since 1947 and with Staley's since 1915, succeeds Howard File, head of the company's research and technical program since 1919. The latter relinquished the directorship for reasons of health, but will continue to serve the company in a consulting capacity.

A graduate of both Millikin and Cornell universities, Mr. Gill joined the company staff as a research chemist. He formerly headed the company's control laboratory work and for many years has been in charge of the technical sales service program.

Mr. File was the first chemist employed by the Staley Company when it began operations in Decatur in 1912. He left the company in 1913, but returned in 1919 to supervise the expansion of the technical and research program. He was educated at Millikin University.

Appointment of two new representatives of the package sales department was also announced.

John B. Greene of 441 Nevada Street, Toledo, Ohio, will work in Ohio. He was formerly with Lever Brothers in Detroit.

Robert L. McMillan, formerly of Spokane, Wash., who was with Staley's from 1947 to 1949, will work in Missouri.

#### NEWLY WEDS APPOINTS ECHERD

Continuing their sales reorganization program, the Newly Weds Baking Company of Chicago has appointed James E.

Echard as Southwest Sales Manager. The Newly Weds Baking Company makes the cake for the popular ice cream product, Ice Cream 'n Cake Roll.

This appointment follows several other such personnel changes, and is the result of increasing sales of Ice Cream 'n Cake Roll.

Mr. Echard is to work with ice cream companies in setting up production and is to assist them in working out sales and merchandising plans. His headquarters will be at 3517 Potomac



JAMES E. ECHERD

Avenue, Dallas 5, Texas.



again in '50

the SWING is to **SAVAGE**

ICE CREAM CABINETS

Look on  
**PAGE 3**  
and find  
out why!



**HOOTON**

**CHOCOLATE FLAVORCOAT**

Made with CHOCOLATE LIQUOR

*better taste for ice cream bars and novelties*

**HOOTON CHOCOLATE COMPANY**  
NEWARK 7, NEW JERSEY



**Have YOU Tried It?**

**Sher-Vel ICE CREAM**

• FOR QUALITY AND PROFITS  
• EASY TO USE—ECONOMICAL

**CP SHER-VEL All-Purpose Stabilizer**

**THE CREAMERY PACKAGE MFG. COMPANY**  
General Offices: 1343 W. Washington Boulevard, Chicago 7, Illinois  
Sales Branches in 21 Principal Cities

### E. E. STEWART ELECTED BY NDP BOARD

E. E. Stewart, Senior Vice President, National Dairy Products Corporation, has been elected by the Board of Directors as Executive Vice President.

Mr. Stewart has had thirty-one years of continuous service with National Dairy and its associated companies. He started in the dairy business in 1919 with the Telling-Belle Vernon Company of Cleveland, joining the engineering department of the Rieck-McJunkin Dairy Company, Pittsburgh, in 1922, and eventually becoming chief engineer. In 1929, he was transferred back to Cleveland as Vice President of Telling-Belle Vernon. In 1934, Mr. Stewart returned to Pittsburgh to take over the Presidency of Rieck-McJunkin.

In April, 1944, he was elected a Vice President of National Dairy, and chosen as President of the Hydrox Corporation and Advisor for National Dairy milk and ice cream companies in the Midwest, with headquarters in Chicago. He later relinquished the Presidency of Hydrox to devote his time to the fourteen companies comprising the Midwestern group of companies. Mr. Stewart joined the executive staff of National Dairy in New York in November of 1946.

In addition to his responsibilities as Executive Vice President, Mr. Stewart will continue as a member of the Board of Directors, and as Chairman of the company's Operating Committee.

### C. J. NIELSEN RETURNS FROM MEXICO

C. J. Nielsen, Secretary-Treasurer of Masseys, Inc., Chicago, recently returned from a trip to Masseys curing establishment in Gutierrez Zamora, Vera Cruz, Mexico. After inspecting vanilla beans in the process of being cured, he made several trips into the jungles where the vanilla vines grow. According to his observations, the 1950-51 vanilla crop in that area will be below normal. Predictions made now, Mr. Nielsen pointed out, must be tempered however by the fact that the weather in the next few months will have a significant bearing on the size of the crop.

### PIERCE ANALYZES SALES DROPS

Harold F. Pierce, veteran dairy consultant, recently called upon ice cream manufacturers in the United States and Canada to consider a product with lower butterfat content from the standpoint of determining if "we're on the wrong track" in efforts to achieve greater sales.

"We are thinking this way," Mr. Pierce said. "If people would eat more of an ice cream that cost less to make, and could

be sold for less, so that people could afford to buy and eat it oftener—well, there just isn't any end to that story, is there? Like the brook, it would go on forever, we'd sell more ice cream—and everybody would make money."

Mr. Pierce acknowledged that in a test between ice creams of different fat content, the majority opinion will favor the taste of the high fat product. But the real test, he declared, "is finding out which kind they will repeat on for a period of thirty days or more."

Pointing out that he was not "predicting," Mr. Pierce emphasized that "we are only asking you, individually and collectively, to do some research work to find a way to improve our sales—and if changes in our product will increase the demand for them—then by all means, let's do something about it."

### BUCKLEY SELLS PURITAN INTEREST

Don Buckley, former President of the Kansas Ice Cream and Milk Institute, has sold his interest in the Puritan Dairy Products Company to his associate, Earl Brown. Mr. Buckley headed the Institute in 1948-49.

### J. W. MAYNE ELECTED WISNER VP

J. W. Mayne has been elected Vice President of the Wisner Manufacturing Corporation by its Board of Directors.



J. W. MAYNE

Mr. Mayne has been with the Wisner organization since 1941 as a sales engineer, operating in New York and New Jersey and also taking care of special assignments.

He is a graduate of Tufts College of Medford, Mass., and after leaving college he was connected with the Dennison Manufacturing Company at Framington, Massachusetts, in the Production Department for a short period.

In 1931 he joined the staff of the Creamery Package Manufacturing Company as a sales engineer, working out of the Buffalo, New York, branch. In 1933 he was transferred from the Creamery Package Buffalo branch to the New York City branch, as a sales engineer and worked there in that capacity until going with the Wisner Manufacturing Corporation in 1941.

## DIXIE CUP COMPANY HONORS BERRY D. WALKER

Cecil F. Dawson, President of Dixie Cup Company, named Berry D. Walker, of Milwaukee, as the outstanding salesman for the company during 1949 at a presentation dinner held recently at the Pomfret Club. Mr. Walker was presented with the President's Cup, given each year to the Company's leading salesman and held by him for one year, along with a framed certificate naming him as winner. The presentation dinner was attended by members of the general management and sales management of the Dixie Cup Company.

The selection of Mr. Walker as recipient of the President's Cup award was based upon a substantial increase in sales volume, development of important new business, well-rounded selling of the entire line of products, ingenuity in meeting unusual situations, and an exceptional degree of cooperation during the year. Prior to his selection as winner of the President's Cup for 1949, he had been named as the outstanding salesman in the North Central Region in 1948.

## AMMON BRADSHAW DIES

Ammon Bradshaw, Executive Secretary of the Colorado and Denver Dairy Products Association, died March 27.

## NEW OFFICES FOR KENNY

Robert G. Kenny, prominent broker in the ice cream, baking and confectionery industries, announced last month the establishment of new quarters at 41 East 42 Street, New York City. The new phone number is MUrray Hill 2-7265.

## HENDERSON JOINS DRY MILK INSTITUTE

B. W. Fairbanks, executive officer of the American Dry Milk Institute, has announced the appointment of Porter I. Henderson to conduct dairy usage service work for the Institute. Mr. Henderson, well known in the South where dairy usage of dry milk is greatest, recently disposed of Charlotte Maid, Inc., a dairy firm he operated at Charlotte, North Carolina. Prior to that time he was associated for seventeen years with Foremost Dairies, Inc., in several of their southern dairy manufacturing plants.

In announcing Mr. Henderson's appointment, Mr. Fairbanks pointed out that dairy usage of dry milks represents approximately eighteen per cent of domestic non-government sales, and said, "Mr. Henderson brings to our staff a wide background of dairy manufacturing experience. He will effectively spearhead a concerted promotion effort to increase domestic utilization of dry products of milk in dairy manufacturing. In Mr. Henderson's appointment the American Dry Milk Institute takes another step toward building sales of products which not only help provide the dairy farmers of this country with a fair income but also preserve a vital industry for possible future emergency call."

Mr. Henderson will make his headquarters in the Southeast but will be available for service activities wherever needed. The use of dry milks in ice cream, cottage cheese, cultured buttermilk and chocolate beverages is widespread in areas where fluid milk supplies are inadequate to fill the needs for such manufacture.

## BLACK IS HINES-PARK VP

James H. Black, well-known Chicago food executive, has become Vice President and a member of the board of directors of Hines-Park Foods, Inc. The announcement was made April 24 by Roy H. Park, President of the food firm which is working with manufacturers across the nation and marketing a line of quality food products bearing the Duncan Hines label. Mr. Black's headquarters will be in the Mercantile Exchange Building, Chicago.

From 1942 to 1948 Mr. Black served as Vice President and member of the board of directors of Consolidated Grocers Corporation and was president of that organization's Sprague Warner Division, distributors of the Richelieu line of food products. He is now President and a member of the board of directors of Certified Products Company, Chicago, and Executive Vice President, Treasurer, and member of the board of directors of S & R Fine Foods, Inc., Streator, Illinois, and owner of the James H. Black Company which provides sales management for both firms. He will continue his activities in those companies.

Mr. Black continues his family's association with the food industry which has extended for almost six decades, his father having been both a retail grocer and chain store operator in Chicago for thirty years. After graduation from the University of Chicago in 1927 he was first associated with Franklin MacVeagh & Company, Chicago, as a canned foods buyer. He later became Vice President and general manager, and board member of the William Edwards Company, Cleveland, Ohio. He was also President and a member of the board of directors of the United Buyers Corporation, Chicago.

## FRANKLIN H. STAFFORD IS DEAD

Franklin H. Stafford, President of the Verona Chemical Company, died April 6.

## ZEROLL

REG. U.S. PAT. OFF.  
BULKHEAD - ROSS TYPE  
ICE CREAM DIPPER

Sizes—12, 16, 20, 24,  
30. Price \$2.40  
ea. f.o.b.  
Toledo,  
Ohio.

The  
high  
speed  
commercial  
dipper.  
Completely  
self-defrosting.  
Releases portion  
instantly when  
touched to dish.

## BULKROLL

REG. U.S. PAT. OFF.  
BULKHEAD - ROSS TYPE  
ICE CREAM DIPPER

A new, giant dipper  
for Roldipping ice  
cream from bulk can  
into hand pack-  
ed pints and  
quarts. Does  
not compress the  
over-  
run.

Price \$1.50 ea.,  
f.o.b. Toledo, Ohio.

## How To Get All The Profit That Summer Sends Your Way . . .

- 1—Serve with a Zeroll. It's faster, easier and it protects your profit.
- 2—Build take home bulk unit volume with a Nuroll Dipper Combination Sale offer. Let us tell you how others do it. Write for complete data.

## NUROLL

REG. U.S. PAT. OFF.  
Domestic Type - Non-Mechanical  
ICE CREAM DIPPER

The low-priced dipper  
for home users. A great  
sales promotion  
item. Sizes No. 16,  
20 and 24. Price  
\$1.35 each  
f.o.b. Toledo,  
Ohio.

## The ZEROLL Company

2610 Robinson Ave.,  
Toledo 10, Ohio

## TRANSFER SPADE

A Zeroll Product  
A strong, perfectly bal-  
anced tool for transferring  
ice cream from one bulk container  
to another. Price \$1.50 each  
f.o.b. Toledo, Ohio.

## ROLDIP

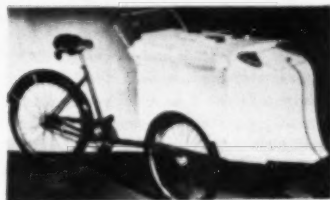
REG. U.S. PAT. OFF.  
REG. IN CANADA

A coined word sug-  
gestive of the way  
Zeroll, Nuroll and  
Bulkroll dipper out  
and roll the portion  
without packing.

## New Products

### MILLER TRICYCLE 1

Miller and Company, successors to Milkay Sales Corporation, has developed a streamlined ice cream vending tricycle, which is made entirely of steel and has a "new improved swivel chassis." (See illustration). Also available are new streamlined push carts and new two-wheel up-right push carts. Details are available on request.



### DREW SANITIZER 2

E. F. Drew & Co., Inc., has recently developed a new Detergent Sanitizer, for use in dairies, farms and food processing plants. It is a balance of synthetic detergents, special alkalis, water softening agents and germicidal agents. It is reported to clean, sanitize, inhibit and deodorize in one operation. It may be used to prevent milkstone deposits, guard against equipment contamination, to prevent bacteria growth between milkings, and to eliminate stale, rancid odors, according to the manufacturer.

Further information is available from the Dairy and Special Products Division, E. F. Drew & Co., Inc. Drew Technical Bulletin No. D-57 describes the new Sanitizer in detail.

### KELVINATOR EQUIPMENT 3

A 1950 line of commercial refrigerating units including twenty-five separate models

has been introduced by the Kelvinator Division of Nash-Kelvinator Corporation.

H. C. Patterson, Kelvinator Commercial Sales Manager, said the new line of condensing units was the most complete in the company's history. It includes ten sealed units from 1/5 to 1/2 horsepower, eight air-cooled open type from 1/4 to three horsepower, and seven water-cooled open type from 1/2 to five horsepower.

Kelvinator's new sealed units feature improved valve-design for higher capacity, and dome-mounted relays for better motor protection, Mr. Patterson said. All are heavy-duty fan-motor and fan, and steel fan-guard and shroud. Design is more compact, and the new base-dimensions are adaptable to a wide range of fixtures.

He said thirty-two modifications of Kelvinator's fifteen basic open-type models are available, for exact selection. Features include efficient valve-in-head design, enlarged suction chamber, oil check valve, slow speeds, large condenser capacity, and adequate displacement in relation to motor size.

It was also announced that teams of Kelvinator representatives have completed a series of service schools and merchandising meetings for the ice cream industry in 100 cities from coast to coast since February 1.

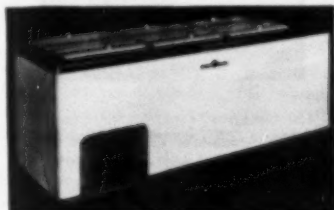
According to D. H. Carter, Kelvinator ice cream cabinet sales manager, the meeting-schedule was the most ambitious attempted by Kelvinator since before the war and has pushed sales of Kelvinator ice cream cabinets ahead of last year's record at this time.

"In the new Kelvinator line, what was formerly known as a six-hole cabinet actually will hold seven nine-inch ice cream containers. It will store thirty bulk gallons, or twenty per cent more than previous

cabinets of comparable size," Mr. Carter said.

"Model 8DR with two double-width sleeves will hold nine containers instead of eight, and model 12DR (illustrated), a completely new addition to the Kelvinator line, will store five 2 1/2 gallon and twelve five-gallon cans, for a total of seventeen instead of twelve as in similar cabinets of conventional design."

All models in the line have a newly-



designed one-piece drawn top of stainless steel. Mr. Carter said individual dies are used for each size top, eliminating the need for welding corners, and insuring a perfect fit. Cabinet ends are squared up to fit snugly against other types of fountain equipment, eliminating waste space and permitting more uniform installations. Cabinet-lids are molded of white modified polystyrene. Knobs are offset so that lids on all models will lie flat when turned back.

Double-row cabinets feature Kelvinator's "double-the-width" lid, which may be placed to open from either side or the end. "This is an important time-saver," Mr. Carter said. "Instead of separate lids for each flavor, one flip of the lid exposes three bulk flavors, or a variety of many packaged flavors."

Information and literature on all Kelvinator equipment are available on request, Mr. Carter said.

## INFORMATION PLEASE

Your Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

To New Products Department,  
Ice Cream Field  
19 West 44 Street  
New York 18, N. Y.

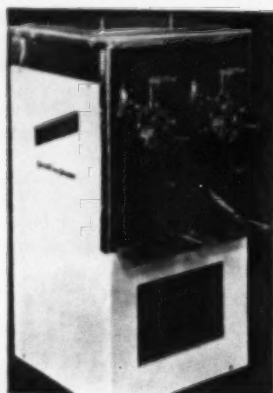
I would like to know more about the  
following New Products mentioned in  
the May issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐



## SWEDEN MODELS



The Sweden Freezer Manufacturing Company announces the addition of two batch-feeding freezers to their 1950 line of direct-service soft ice cream and frozen custard freezers. The new models, available in both double-head quart and 10-quart sizes, are of the same width and depth as the standard 1-131 and 1-130, respectively, and possess all the features of these popular freezers in addition to the batch-feeding feature.

4 This latter consists of two 4-gallon stainless steel refrigerated mix holding tanks placed in the top of the freezer and a magnetic solenoid valve for releasing a fresh supply of mix into the rear of the cylinder. When the cylinder becomes empty the operator twists the hand switch above the cylinder and continues on with other duties. The sanitary solenoid valve permits a measured batch of mix to enter the cylinder, thus preventing over-charging of the cylinder. The mix tanks are removable without tools for easy cleaning.

The chief advantage of these batch-feeding models is that manual filling during busy periods is eliminated, according to the manufacturer.

## ADHESIVE PAPER TAPE 5

Topflight Tape Company announces that it has developed a self-adhesive printed paper tape. Processed in rolls, it can be used in the same way, and in the same dispensers as the cellulose Topflight tapes.

Information and samples are available on request.

## EXTRAX PRODUCTS 6

The Extrax Company has developed several new products for the ice cream

industry, among which are the following:

Solcho, an instantly-soluble powdered chocolate concentrate for use in the preparation of chocolate ice cream without preparing a separate ice cream mix.

Chocolate Powder "D," a stabilized chocolate product for use by the dairy in the preparation of chocolate milk.

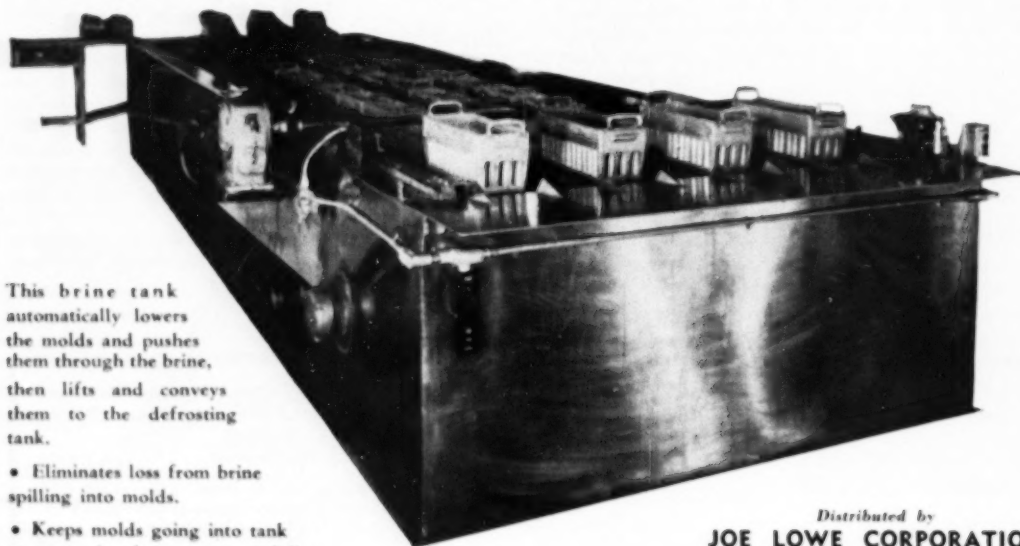
WIS (Water Ice Stabilizer) and ICS (Ice Cream Stabilizer), solubilized stabilizers that are added as is to the mix with the result of immediate solution and development of their stabilizing properties.

Kone Kote, a coating for cake cones. Its purpose is to produce a cone which is resistant to moisture and shock and thereby adaptable for use in a factory-filling operation. Kone Kote is offered in chocolate, all popular fruit flavors, and in white vanilla.

Kandee Chip, oil base chips for use in the preparation of chip ice cream. Such flavors as orange chip, lemon chip, cherry chip, and banana chip ice cream are now possible.

Additional information on any or all of these new Extrax products is available on request.

# New brine tanks Speed Production, Save Labor!



This brine tank automatically lowers the molds and pushes them through the brine, then lifts and conveys them to the defrosting tank.

- Eliminates loss from brine spilling into molds.
- Keeps molds going into tank at a steady, faster rate, at full capacity all day long.
- Requires less labor.

Distributed by

**JOE LOWE CORPORATION**

601 W. 26th St. New York, New York

Manufactured by

**LARRIE EQUIPMENT CO.**

2620 Sylvan Avenue

Dallas, Texas

*For The Finest*

**VANILLA No. 7**

*For The Quality Compound Vanilla*

**THREE STAR ESSENCE**

QUALITY  
IN FLAVOR

**VIRGINIA DARE**

SINCE  
1935

VIRGINIA DARE EXTRACT CO. INC. BROOKLYN 32, NEW YORK

#### COCONUT

Wood & Selick has announced that it has improved its facilities for the manufacture of Toasted Coconut, and that it can satisfy demands for varying shades of coconut.

Descriptive literature and information are available on request.

#### JORDON CABINET

The Jordon Refrigerator Company has recently placed on the market a new open, glass-front ice cream and frozen food merchandising cabinet. Known as Model OF-9, the unit has been engineered and refrigerated for storing and dispensing packaged ice cream in food markets, drug stores, dairy stores, soda fountains and recreation areas.

Capacity is more than 300 pint packages of ice cream. The glass display front is made up of a Thermopane unit of four thicknesses of plate glass.

Model OF-9 includes a merchandising superstructure that contains three interchangeable full color photographs of ice cream or frozen food products. Overall dimensions of the freezer are 54½" long, 29" deep, and 38" to the top of the superstructure.



#### 7 "DRYLEM"

The Angostura-Wuppermann Corporation revealed last month that it is receiving large bulk orders from the ice cream and confectionery field for its "Drylem," a dehydrated lemon juice base made from fresh fruit, which was originally developed for making mixed drinks.

One of the largest creameries in the



east, which is now including "Drylem" in all of its fruit-flavored ices, reports that its chief advantage, aside from being practically indistinguishable from freshly squeezed juice, is that objectionable "turpen"-like flavor is completely absent when "Drylem" is used.

"Drylem" is an actual lemon concentrate in powder form, whose special process captures and imprisons the fresh flavor of fresh lemons. It becomes juice by simply mixing with water. Its chief components are dehydrated whole ground lemon, dehydrated fresh lemon juice, and lemon oil from the lemon rind.

9

Advantages to the ice cream industry are numerous, according to Arthur B. LaFar, President of the firm. He pointed out that users report no trace of "turpen" flavor, that under normal conditions, "Drylem" costs less than half the price of squeezed juice, that "Drylem" can be kept indefinitely, regardless of humidity and temperature changes, and that storage space problem is reduced to a minimum.

#### SCOOP-RITE LINE

10

The Scoop-Rite Company has introduced its line of scoops, spades and dipper wells. All items are cast in solid one-piece aluminum. Scoops are available in several sizes, and the manufacturer states that they scoop a perfect circle with every dip and eliminate dipping loss (see illustration).

Spades will scoop several bulk packages without dipping in water, and have vacuum "no-slip" handles. They come in large, medium and small sizes.

Dipper wells have inlet and outlet plumbing connections and have a bright, polished finish. Additional information on the entire line is available on request.



**Hudson's**  
VANILLAS

Hudson Manufacturing Co.  
Vanilla Products  
119 NORTH UNION AVE., CHICAGO 9, U.S.A.

*Finest Vanillas for Over 60 Years*

IN THE SOUTH—

*Frozen*  
**"DRUMSTICK"**  
AND  
**MR. BIG**

FOR A BETTER PRODUCT USE THE  
BETTER CONE  
SWEET CRISP AND DELICIOUS  
Shipped in Metal Containers or Cartons

**PURITY SUGAR CONE COMPANY**  
ALBANY, GEORGIA

#### CATALOG 86

New measuring, exhibiting and controlling temperature and pressure instruments are offered by the Fischer & Porter Company.

Temperature instruments (RATOTHERM) have thermal systems filled with liquid, vapor-liquid or gas covering ranges between -125°F. and +1000°F. Pressure instruments (RATOGAGE) have bellows, multiple-diaphragm, slack-diaphragm or helical pressure-measuring elements covering ranges between thirty inches of mercury vacuum and 10,000 pounds per square inch.

Catalog 86 illustrates and describes the instruments, including combinations of temperature, pressure, flow, etc. in one instrument case, and discusses cascade control. Also included is a description of the Type 3 Pneumatrol unit with propor-

tional band, automatic reset and derivative action control. Copies may be obtained by writing Fischer & Porter Company.

#### ADVERTISING AIDS

Two books that can help ice cream manufacturers with their advertising problems are currently being featured by Prentice-Hall.

One is the "Advertising Handbook," edited by Roger Barton, which is a compilation of the experiences of thirty-three eminent advertising authorities, and covers every phase in the process of bringing your product to the consumer's attention. Radio and television advertising is also discussed in detail in this book.

"Advertising Procedure," described as America's biggest-selling book on advertising, has also been issued in an up-to-date fourth edition. Authored by Otto Kleppner, this book is a one-volume course in modern advertising. Over 135,000 copies of this book have been sold since it was originally published.

Additional information may be had by contacting the publishers in care of this magazine.

#### FORREST "TASTE TEST"

Forrest Baking Corporation has set up a special promotion department to conduct a "Taste Test" sugar shell cone program.

Free samples of Forrest Sugar Cones are being sent out to all who request. Bob Forrest, President, states that the taste test campaign is rolling along satisfactorily, and as a result, the firm is now making sugar cones with three shifts working twenty-four hours a day.

#### THE "10-GALLONEER"

Romantically named the "Ten Gallon-

eer" when first introduced to the ice cream trade two years ago, Schaefer's two-hole cabinet is compact, yet offers two all-deep holes and with removable shelf will accommodate ten gallons of bulk ice cream, 124 pint packages or any combination of bulk, packages and novelties, according to the firm.

The "Ten Galloneer" is 30½" long and



23" wide. It has a hermetically sealed condensing unit using F12, and is said to be efficient in operation. Like all Schaefer 1950 models, the "Ten Galloneer" has the "new look" with its stainless steel top and snow white double baked finish. It may be equipped with casters, making it mobile for use at service stations and like establishments and for "spot selling" in food stores.

An attractive new catalog of all thirteen models of Schaefer cabinets may be obtained from the manufacturer.

**STOP—STORAGE**  
and DELIVERY WORRIES!

WITH A  
**LA CROSSE**  
**HI-BOY**  
**MIX**  
**COOLER—**  
A Refrigerated  
Storage Cabinet

Sanitary, refrigerated cabinet meets the demands of the Consumer Freezer Industry. Electric cabinet, 30" x 46", stores 4-10 gallon Mix Cans plus small containers on handy shelf. Operates at temperatures of 34° to 42°—equipped with temperature control.

WRITE TODAY . . . for further information and name of nearest dealer.

**LA CROSSE COOLER CO.**  
2809-17 Lacey Blvd., So.  
La Crosse, Wisconsin

## ACE CABINET

15

The Ace Cabinet Corporation has introduced a twenty-five gallon capacity, single row, self-contained ice cream storage cabinet. Henry S. Robinson, Sales Manager, stated that this model, called C-6-S, will fill the need for large storage requirements in limited width installations.

The entire 76½" length top is one piece of stainless steel fitted with six flip-flop lids of latest design. Insulation is of cork-board and fibre-glass. Exterior is white baked enamel with perforated kickboard for ventilation of the air cooled condensing unit.

## NDC PUBLICATIONS

16

The National Dairy Council has announced the publication of two new sales educational materials which NDC and its fifty-eight Affiliated Dairy Council Units will be using in their activities program next fall with the nation's two million professional and educational leaders who shape the food habits of thirteen million children from childhood through nine years of age. They are *Growing Up* and *Milk From Farm to Family*. These publications represent two of 220 pieces in the Dairy Council program to stimulate greater use of dairy foods among consumers.

*Growing Up* is a sixteen-page booklet, profusely illustrated, designed as an appealing piece which doctors, dentists, clinics and hospitals give to young children and to their parents. Directed to the interests of children in healthful ways of living, it points up foods which growing children need, and stresses continuous use of milk and other dairy foods. The booklet is also designed for Parent-Teacher Associations, Mothers' Clubs and industrial organization employees to take home to their children.

*Milk From Farm to Family* represents a set of six posters in color with a teacher supplement for use in the lower and middle grades in school. They are designed to give pupils an understanding of the dairy industry and to stimulate increased use of dairy foods.

## BANANA FUDGE BAR

17

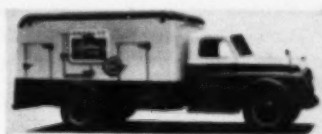
Maun and Lund, Inc. has developed a new "Happy Days" Banana Fudge Bar, which has been given a favorable reception by the trade, according to the manufacturer, who points out also that this novelty embodies all of the flavor and texture of an ice cream bar made with real banana, yet contains none.

The company states that the "rich, chewy quality" of the "Happy Days" Ba-

nana Fudge Bar makes it an "outstanding nickel seller."

## BARRY & BAILY BODY

18



Barry and Baily Company has introduced an all-aluminum refrigerated truck body that has a capacity of 1,320 gallons

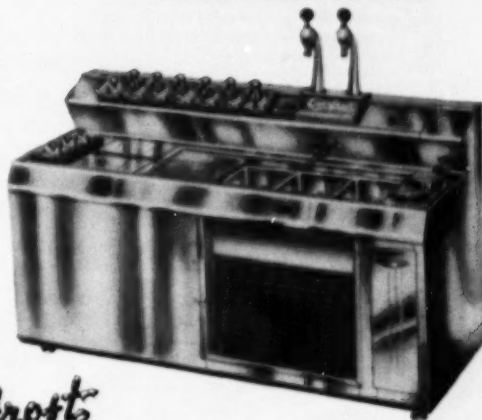
of ice cream. The body is built on outriggers to reduce height, and is mounted so as to permit removal of the body while the outriggers remain in place. Insulation is provided by six inches of Rubatex in the floor, eight ounces of Fiberglas in the roof and six inches of Fiberglas in walls and ends.

Three doors are included on this body, one on each side of the body. The doors have chrome locks and hinges. A dome lamp is installed inside each door.

Additional information about this unit is available on request.

# the finest...

costs no more



**Everfrost**

When you buy fountain equipment it's true economy to buy the *finest* — a fountain that offers you all the important features — a fountain that will give you years of dependable, inexpensive operation. Everfrost soda fountains have long been recognized for their outstanding performance and *only* with Everfrost do you get such revolutionary features as the Everfrost self contained Refrigerated Carbonator and Water Cooler that gives you pre-cooled carbonation, the Everfrost water pump (it cannot be injured by failure of water supply), and the many other famous Everfrost features. You will be amazed at the low cost of Everfrost fountains — the *finest*.

Write today for the complete Everfrost Catalog.

## ANDERSON & WAGNER INC.

8701 South Mettler Street • Los Angeles 3, Calif.



### ANYTHING NEW?

New products, services, or publications of interest to ice cream manufacturers will be publicized on these pages if they are brought to the attention of the New Products Department, ICE CREAM FIELD, 19 West 44th Street, New York, 18, N. Y. Got anything new? Let us hear about it.

### BATAVIA SYSTEM

19

Batavia Body Company has developed a new hydraulically-operated truck refrigeration system which is driven by the truck's own power take-off.

This system is reported to have resulted in a wholly mobile unit which generates constant, controlled temperatures every minute the delivery truck is on the road. In addition to eliminating auxiliary power plants and holdover plates to provide en route refrigeration, this refrigeration unit offers many new delivery benefits, according to the manufacturer.

Greatest saving to the fleet owner is in weight reduction over other systems, Batavia officials announce. By use of the power take-off and hydraulic operation, the reduced weight of the component parts saves an approximate 1,000 lbs. with the average body.

The new system also makes possible the extension of the truck's delivery area by combining night transport with daytime deliveries. Overnight charging of holdover plates is eliminated, the firm points out.

Mechanically, the condensing unit and hydraulic system are independent of one another for simplified maintenance. The condensing unit, located at the lower left front corner of the body, slides in and out in minutes' time for fast maintenance. Mounted beside the small fluid motor is an auxiliary electric motor for emergency use. Temperature controls are described as easily accessible, and are located just inside the access door.

The manufacturer reports that the hydraulic refrigeration unit has undergone rigid test installations with a number of concerns over an eight-year developmental and test period. Engineering details and specifications are available on request.

### FLOOR MAT

20

A new type of floor mat that reportedly combines all of the advantages afforded by all other types of matting has just been announced by D. W. Moor, Jr., President, American Mat Corporation.

To be marketed under the trade name of Evertred, this new mat, constructed of vinyl plastic links woven on a rust-resisting spring steel wire network has many applications, according to the manufacturer.

Evertred is said to afford safety underfoot through the special design of the links. One side of each link is slightly corrugated to effect a non-slip surface even when the mat is used in shower rooms and pools, in which cases it is comfortable to walk on even with bare feet. An additional safety factor is provided on the non-trip beveled nosing.

A new development in low priced counter-tred matting, to be known as Traffic-Tred, has also been announced by Mr. Moor. Designed especially for use as a runner mat, Traffic-Tred reportedly permits recess work due to ease in cutting to accurate fit. Traffic-Tred is  $\frac{1}{8}$ " thick. Three slot constructions are available, closed, open or open on end of slots only. Ample aeration and drainage are provided.

More information is available on request.

## NOW! THE BEST IN BOBTAILS

By

*Stanley Knight*

**NEW TYPE CORRUGATED AREA**—Recessed, does not drain into sink. Separate drain for waste liquids.

**ONE-PIECE DRAWN SINKS**—No cracks or crevices. Sinks are one-piece drawn stainless steel for easier cleaning, better sanitation.

**FINGERTIP DRAIN RELEASE**—No more reaching into hot or dirty water to drain sink.

Stanley Knight Bobtails also feature engineered refrigeration with separate refrigeration circuit—instantaneous water cooler—sanitary bottle storage and syrup rail with concealed refrigeration coils—one piece heavy gauge stainless steel top and all steel construction throughout.



WRITE FOR STANLEY KNIGHT CATALOG OF FOUNTAIN AND RESTAURANT EQUIPMENT TODAY



*Stanley Knight Corporation*

1400 NORTH PULASKI ROAD • CHICAGO 31, ILLINOIS

## "CHOC-KONE"

21

Drumstick, Inc., recently introduced the "Choc-Kone," a five-cent item consisting of a sugar cone, filled with ice cream and chocolate-coated. The novelty is manufactured on the new automatic Drumstick equipment, which also turns out the popular Frozen Drumsticks and Mr. Big. Additional details are available on request.

## LIMPERT BROCHURE

22

A colorful brochure, describing the "Servwell Set," topping combination, has been issued by Limpert Bros, Inc. The booklet tells how to convert "dry stops" into outlets capable of dispensing sundaes, and emphasizes that it is possible to achieve gallonage gains of as much as 300 per cent with the aid of these sets. Ready-to-serve toppings that require no refrigeration are supplied with the sets. Copies of the brochure are available on request.

## YORK AIR CONDITIONERS 23

Six new models of Industrial Dry Coil-Vertical type Air Conditioners are available in six sizes ranging up to 25,000 CFM per unit, it has been announced by York Corporation.

According to John R. Hertzler, Vice-

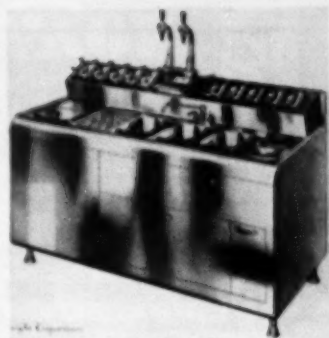
President and General Sales Manager, these air conditioners are suited for refrigerated storages, and are used in dairy, icecream, meat packing, brewery and other processing plants in addition to cold storage warehouses. He added that the new units are the answer to the requirement for a rugged heavy duty galvanized unit with a wide range of capacities.

The dimensions of the smallest Industrial Air Conditioner are 81 1/4" high, 50 1/4" wide and 31" deep while the largest model is 101" high, 185 1/4" wide and 39 1/4" deep.

## STANLEY KNIGHT BOBTAIL 24

The Stanley Knight Corporation has announced a new model No. 5650 (5' 6") Bobtail with many developments, designed to improve sanitation and ease of operation.

Features of this Bobtail are a new type corrugated area that is recessed below the level of the working top with an individual drain for waste liquids. Waste liquids no longer are permitted to drain into the sinks. A one piece construction, drawn sink design reportedly eliminates cracks and crevices, makes cleaning easier and improves sanitation. A new and improved



type drain release for the three sinks permits fingertip control at the top of the sink and eliminates reaching into the hot or dirty water to drain the sink. Additional capacity has been added to the syrup rail.

Engineered refrigeration of the Stanley Knight Bobtail includes separate refrigeration circuits, instantaneous water cooler, bottle storage and syrup rail with concealed refrigeration coils, and a one piece heavy gauge stainless steel top.

**V. M. Superstructures  
fit ALL cabinets!**

**For that EXTRA BUSINESS!**

*modernize your cabinets . . .  
for double duty!*

**SELF SERVICE INCREASES SALES**



**HEART SHAPED WINGS**  
7 and 12 inch sizes. Extend superstructure to 50 and 60 inches. \$5.00 a pair.

## LOW PRICED

**V.M. Sr.—36 inch**

**\$30.75 COMPLETE**

**V.M. Jr.—30 inch**

**\$28.00 COMPLETE**

F.O.B. Chicago  
Individually Packed

Superstructures made to order in minimum quantities of 100. Also flavor strips, window and counter displays.

## FEATURES

20 Gauge — Prime Steel  
Baked White Enamel Finish  
Fluorescent Lighting—  
Light shines over flavor  
board into cabinet  
Chrome Banded  
Removable Top  
No Drilling—  
No Bolting  
Completely Installed in 5  
Minutes

**Order the View Merchandiser now!**

**MIDDLE WEST SALES COMPANY**

5630 N. FRANCISCO AVE.

CHICAGO 45, ILLINOIS

## Business News

### MAUN AND LUND MOVES

Maun and Lund, Inc., has announced the removal of its office, warehouse and factory to a new building at 5860 Northwest Highway, in Chicago, Illinois. A drawing of the new quarters appears below.



### TO PUBLISH ICE CREAM FEATURE

*Look Magazine* has announced a June-July Related Foods Promotion based on "Ice Cream Is A Good Mixer," an editorial feature which will appear in the June 20 issue (on sale June 6). This is timed to break at the height of the ice cream selling season and to tie in with June Dairy Month.

Ice cream's versatility as a staple, as a dessert in new and different dishes, as a sundae, in combination with fruits, carbonated beverages, cakes and cookies, even as a cooking—will be highlighted for *Look's* nearly 18½ million readers in "Ice Cream Is A Good Mixer." The International Association of Ice Cream Manufacturers and the American Dairy Association are tying in with *Look* in this nationwide promotion of ice cream and related foods. Full color posters and display cards will be available as display and merchandising aids.

### NEW PLANT IN FLORIDA TOWN

Live Oak, Florida, has a new industry—an ice cream plant. The plant is located in the building east of Hall's Lunch and west of the Kirby Tire and Supply Company.

E. C. Cutts and J. L. Harper, both of Jacksonville, own and operate the establishment and they manufacture their product in wholesale quantities.

Mr. Cutts formerly operated a place of this type on a smaller scale in High Springs, and became quite famous in that section for the quality of his cream.

### NATIONAL DAIRY SALES AND EARNINGS UP

Sales tonnage and earnings of National Dairy Products Corporation for the first quarter of this year are both up from the corresponding period of last year, L. A. Van Bomel, President, told stockholders at the annual meeting in New York City last month.

"While complete results for the first quarter of this year are not yet available," Mr. Van Bomel said, "preliminary reports indicate an increased volume of sales with a corresponding improvement in earnings."

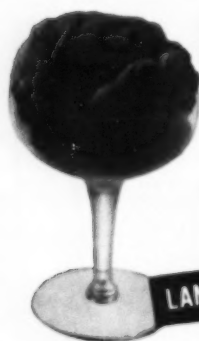
Directors re-elected at the stockholders meeting were: F. J. Bahl, President, The Matthews-Frechting Dairy Company, Cincinnati, Ohio; Hon. James Bruce, former U. S. Ambassador to the Argentine Republic; Elmer J. Mather, chairman of the board, Southern Dairies and Vice President of National Dairy; George H. Rutherford, Vice President of National Dairy; E. E. Stewart, Vice President of National Dairy; H. C. Von Elm, chairman of the board, Manufacturers Trust Company; and Raymond J. Wise, President of Sheffield Farms Company, New York, and Vice President of National Dairy.

### MARCH ICE CREAM PRODUCTION DROPS

Total United States ice cream production in March was estimated by the Bureau of Agricultural Economics at 38,285,000 gallons—seven per cent less than in March last year and two per cent less than the 5-year, 1944-48, average for the month. On a daily average basis, production advanced four per cent from February to March, compared with a sixteen per cent gain in 1949 and an average rise of eighteen per cent between these months in 1944-48.

Cold weather during most of March, together with intermittent rains, snows, and storms, contrasted with the mild, favorable weather during February. In most of the country, average temperatures for the month were below normal by as much as four to six degrees.

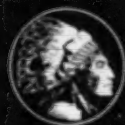
Production of sherbet in the United States during March, estimated at 960,000 gallons, was up thirteen per cent from the March, 1949 output but was down sixty-three per cent from the average production for the month in the 5-year period, 1944-48. Computed on a daily average basis, sherbet production was up fifteen per cent from February.



**NESTLÉ'S**  
**RUNKEL'S**  
**CHOCOLATE FLAVORS**  
**COCOAS**  
**The Greatest Taste**  
**in Chocolate**  
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60 Hudson St., New York 13, N. Y.  
Branches in Principal Cities

**McGraw**  
**CONCENTRATE EMULSER**  
**"for the finest in ice cream"**  
**McGRAW CHEMICAL COMPANY**  
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# again in '50 the SWING is to SAVAGE

ICE CREAM  
CABINETS

See  
PAGE 3  
for the  
reasons!

## WORLD'S CHAMPION FOUNTAINEER SOUGHT

Salesmen for the Lily-Tulip Cup Corporation were notified last month by Dan D. Mahony, sales service manager, to help in a search for the World's Champion soda mixer.

Across the country, Lily men then began asking "youngsters" from six to sixty, "Who makes the best ice cream soda and sundae in town?" The salesmen then make a personal taste-test and report their findings to the company's New York office.

The company feels the search will reveal that ice cream soda and sundae-eating is actually America's favorite sport. "As in all their sports, Americans want to know and admire the outstanding proponent of the pastime, and the winner of the national contest in this field of endeavor will be known as The World's Champion Fountaineer," Mr. Mahony pointed out.

The Lily company will also bestow the title, "Miss or Mr. Mixrite of 1950" on the winner, Mr. Mahony declared, adding that "the highest award of the industry, a gold ice cream scoop, will be awarded the champion at the National Restaurant Convention in Chicago, May 23 to 26."

Mr. Mahony said that every contestant must be able to mix ice cream dishes that meet the most rigid standards for taste and texture, but that personality, originality and dexterity will also be important factors considered in determining the winner.

## PLANTATION FOODS OPENS PLANT

Plantation Foods, Inc., makers of Velda Ice Cream, held a private showing of its new plant in Miami, Florida on April 23. V. C. Patterson is President of the enterprise.

## CARY MAPLE ISSUES CROP REPORT

In a recent report on the maple syrup crop, E. R. Boylan, President of the Cary Maple Sugar Company, St. Johnsbury, Vermont, noted that while the crop is extremely spotty, a normal average yield has been produced in the United States. Bulk maple sugar and maple syrup of the commercial grades should sell for less than prices prevailing during the 1949 season, Mr. Boylan predicted.

## MATHIESON HAS NEW WAREHOUSE

Mathieson Chemical Corporation, one of the largest producers of dry ice in the United States, opened a new Philadelphia warehouse on April 17.

Located in the heart of the transportation district at the junction of Front, Willow and Water Streets, the new facility will serve the greater metropolitan Philadelphia area with door-to-door truck delivery, and will ship to Trenton, Wilmington and Chester.

This is the seventeenth in the company's chain of dry ice distribution points stretching from New York to New Orleans.

Eric S. Jelstrup is district sales manager and Robert Lyon is the resident representative in Philadelphia for Mathieson's Carbon Dioxide Division.

## BORDEN PRESIDENT REPORTS

Volume sales of The Borden Company held up remarkably well during the first quarter, Theodore G. Montague, President, told the annual meeting of stockholders in Flemington, New Jersey last month. Earnings were a little below those of the same period of 1949, he said, but due to the seasonal nature of the dairy business these were not indicative of what might be expected to occur later in the year.

Elected to the Board of Directors were: Harold W. Comfort, Charles A. Eckburg, L. Manuel Hendler, Robeliff V. Jones, Charles F. Kieser, Lester Le Feber, Madison H. Lewis, Theodore G. Montague, Marcus M. Munsill, Thomas I. Parkinson, Henning W. Prentiss, Jr., Beverley R. Robinson, and Harry A. Ross.

## CREAMERIES OF AMERICA ISSUES REPORT

Earnings of Creameries of America, Inc. were the largest the firm has achieved since 1946, according to the firm's report to stockholders made public recently by G. M. McKenzie, President and General Manager.

Net sales in the year ended December 31, 1949, amounted to \$38,984,570, compared to \$38,810,916 in 1948. Wholesale business accounted for 77.7 per cent of the sales total, and retail was 22.3 per cent.

## PROFITABLE BAR PRODUCTION for the Small Manufacturer

■ The NEVEC chocolate pop machine produces 120 dozen 10c pops or 180 dozen 5c pops in eight hours, with only 2 operators. With one additional operator, 240 dozen 10c pops or 360 dozen 5c pops may be produced.

■ Average cost of complete production including boxing is only 45c per dozen 10c chocolate coated bars.

■ Standard two-gallon brick molds or two-quart molds may be used in preparing bars. Simple, trouble-free operation.

■ Dripping top, tank, and clip bars all stainless steel, angle iron construction. The NEVEC machines will grow with your novelty business. You can use it for coating bars with a brine tank later on.

For complete information write  
New England Vending Equip. Co.

WEBSTER,

MASSACHUSETTS



## IN THE EAST . . .



## MR. BIG AND FROZEN DRUMSTICK

R-Good Cake Cone Co. is proud to provide the rolled sugar cones for these leading quality novelties.

## IN MARYLAND AND DISTRICT OF COLUMBIA

## R-GOOD CAKE CONE CO.

1301 N. Proctor St.

Baltimore 2, Maryland



*A standing invitation  
to take your troubles to*

# American Food's TASTE AND TEXTURE CLINIC

**Dedicated to the improvement of your products and lower production costs**

American Food Laboratories, Inc., 860 Atlantic Avenue, Brooklyn 17, N. Y.

## ROCHESTER DAIRY SPONSORS COURSES

To promote better customer relations by helping sell more ice cream, the Rochester Dairy Cooperative, Rochester, Minnesota, held an Ice Cream Refresher Course February 14 and 15 and March 9 and 10. Both meetings were well attended.

## PURECO OPENS WAREHOUSE IN RICHMOND

A new "Dry-Ice" warehouse and CO<sub>2</sub> cylinder filling plant has been opened in Richmond, Virginia, by Pure Carbonic Company, a division of Air Reduction Company, Inc., it was announced recently.

The warehouse and plant is company-operated and is located at 1702 Belleville Street.

## DUNCAN HINES CONTAINER UNVEILED

A new container was unveiled in Ithaca, New York recently for Duncan Hines deluxe quality ice cream and further details of the franchise program were announced by Hines-Park Foods, Inc.

Roy H. Park, President of the food firm, which is working with quality food manufacturers across the nation and marketing a line of quality food products bearing the Duncan Hines label, said, "The Duncan Hines ice cream franchise is being made available in all parts of the country to quality manufacturers for a premium quality ice cream which can be sold at premium prices."

"With the trend of ice cream sales rapidly going from over-the-counter to packaged goods and from drug stores to grocery stores, the Duncan Hines name will give an independent manufacturer the opportunity to step up and get his share of the market for premium ice cream." He stated that strict quality control will be

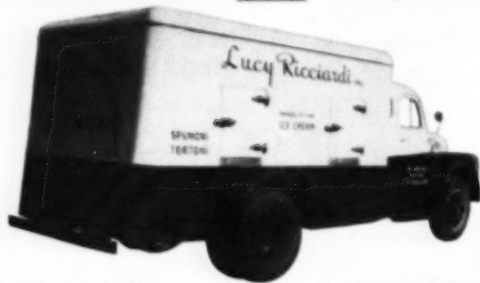
maintained on the formula set up for manufacturers interested in merchandising ice cream under the Duncan Hines name.



LILY TULIP Cup Corporation designed and manufactured the ice cream container shown here for users of the Duncan Hines quality ice cream formula.

The franchise holder gets exclusive rights to the Duncan Hines brand in each territory, and each manufacturer will use the standard Duncan Hines label designs, Mr. Park revealed. With the franchise, manufacturers will be provided with a complete six-point sales promotion program.

## You Can Make More Money With FRANKLIN VENDING BODIES



★ You get GREATER VALUE, CONVENIENCE and ECONOMY because of FRANKLIN'S years of experience in building quality bodies.

### LOOK AT THESE FEATURES!

All Welded Construction • Streamlined Designing  
Self-Contained Refrigeration System  
Ruggedly Built for Long Efficient Use

Get our prices before you buy!

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BODY & EQUIPMENT CORP.**

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Tel.: MAin 2-2100

**\*No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



**FLAVORS**

Vanilla Extracts and Powders  
Pure Coffee Concentrate  
True and Synthetic Fruits

**STABILIZERS**

Formula S-233  
STA-VEL for Ice Cream  
STA-VEL for Fruits

**EMULSIFIERS**

MARCOID (Liquid)  
WILCOID (Powder)  
CONCENTRATE "A" (Plastic)

**TASTE AND TEXTURE  
CLINIC**

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

**BOWMAN DAIRY ENTERTAINS**

Bowman Dairy Old Timers were entertained by the company the evening of April 17, in the Grand Ballroom of the Lake Shore Club, Chicago. Outgoing President and manager of Bowman's LaSalle plant, Ernest Stark, was in charge of the dinner meeting. Eligibility for membership requires twenty-five years or more of continuous employment and 577 Bowman employees are members of the unique group. The cumulative service of all members totals 17,215 years.

Short talks were given by Dr. David B. Peck, Bowman President; Francis H. Kullman, Jr., Vice President; and D. Cameron Peck, Vice President. Clarence E. Lundberg, cost department official, was installed as the 1950-51 Old Timers President and entertainment was provided following the business meeting.

There are six women Old Timers; Miss Bertha Christiansen with thirty-six years of service, Miss Alice Hickey, thirty-three years, Miss Catherine Hobin, thirty-three years, Miss Anna Looby, twenty-six years, Mrs. Isabelle Crane, twenty-six years, and Miss Irene Carroll has an employment record of thirty-one years. Burton L. Secord and Frank Sefcik have fifty-six year records; Alex G. Carlson has completed fifty-two years, and Timothy L. Kimball is starting his fifty-second year. Bowman directors who are Old Timers include Dr. Peck, Mr. Kullman, J. A. Bowman, treasurer; and E. J. Larson, sales manager.

**FUNSTEN APPOINTS REPRESENTATIVES**

R. E. Funsten Company of St. Louis, Missouri, has appointed Elggren and Thompson Company as representative in the Salt Lake City (Utah) area, Carl LaFleur Company as representative in Connecticut and western Massachusetts, and A. H. Morse Company as representative in Maine, New Hampshire, and

Vermont. The distributors will feature the Funsten line of bulk shelled pecans, vacuum-packed pecans, and papershell pecans.

**BLUE SEAL ENTERS ICE CREAM INDUSTRY**

The Blue Seal Extract Company has established a Blue Seal Ice Cream Supplies Division to cater to the ice cream industry. This is the first time in the seventy-two-year history of the Cambridge, Massachusetts firm that it has had products available for use by ice cream manufacturers.

Among the items being featured are a full line of emulsion flavors and extracts for water ices, novelties and ice cream; novelty units for stick confections; powders, stabilizers, and coatings; and an extensive line of vanillas.

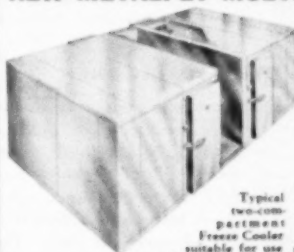
Eugene A. Morgan, Assistant to the President, is Manager of the Ice Cream Division.

**CANADIANS USE BULKAN BOXES**

Canadian ice cream cone manufacturers are beginning to pack and deliver their cones to dealers in Sealright Alservis Bulkan Boxes, it has been reported. Several manufacturers have tested this lined single service bulk ice cream container for cones, and have adopted it for their own and the dealers' convenience in the doing away with washing and keeping track of cans, for preserving the crispness of the cones and shielding them from breakage, and economy.

Canadian Sealright Co., Ltd., expects a considerable volume of the Bulkan Boxes to be used in the Canadian cone trade this year. American manufacturers are exploring the practice. The Alservis Bulkan Box is of identical construction in both U.S.A. and Canada. It is manufactured in Canada at Peterborough, Ontario, by the above named company which is the Canadian affiliate of Sealright Co., Inc., Fulton, New York.

**NEW METALPLY MULTI-PURPOSE**



Typical two-compartment Freezer Cooler suitable for use for Mix Storage and Ice Cream Hardening or Food Freezing.

**FREEZING and STORAGE ROOMS  
SIMPLE TO ERECT, MOVE OR ENLARGE**

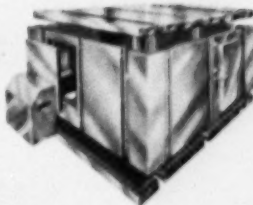
- No Fixed Investment
- Non-Corrosive
- 100% Vaporproof Metal Surface Inside and Out
- Wide Variety of Widths, Heights and Arrangements for all Applications

(REFRIGERATION ENGINEERING CORP.)

**RECO PRODUCTS DIVISION**

2020 NAUDAIN STREET, PHILA. 46, PENNA.

**ICE CREAM HARDENING**



Typical view showing sectional construction and packaged refrigeration system.



SEARS RESTAURANT, Geneva, New York, recently installed a new 40-gallon Stanley Knight stainless steel soda fountain with formica counter and twelve stools. The backbar consists of a grill unit, refrigerated storage and stainless steel shelving units. Lighting is done with both indirect and fluorescent fixtures, and booth capacity is available to seat thirty-six customers. The installations were made by American Specialty Company, Rochester, New York, Stanley Knight, distributors.

#### KALVA APPOINTS BROKERS

The Kalva Corporation, Waukegan, Illinois, has appointed three new brokers to handle Kalva products in their area. Appointed were the Fay C. Hamre Company, Minneapolis; Hopkins Dairy Products of Cleveland; and Art Reichart Food Brokers, Inc. of Houston. These brokers are handling the full line of Kalva syrups and powders for chocolate milk, ice cream bar coatings, fountain supplies, etc.

#### A GOOD BRAND IS WORTH "PROTECTING" WITH MULHOLLAND DUBL-STRENGTH



#### WOODEN SINGLE -PAK- SPOONS

SINGLE-PAK-SPOONS bring the cost of sanitary protection for your product, brand and name, and creation of lasting REMEMBRANCE for its superb qualities . . . TO A VERY SMALL FRACTION OF A CENT! And in this day of increasing competition, you NEED this kind of proven advertising investment. SINGLE-PAK-SPOONS are in a class by themselves for quality and utility—

- Use either end as the bowl—semi-pointed bowl makes them easier to insert in "hard" ice cream.
- Machine counted in strips eliminates extra handling and waste.
- Individual wrapping protects against dust, dirt and moisture . . . reassures the customer of your interest in his health protection.
- Stronger than conventional types, because they're WIDER at the weakest point.

Let us show you how low-cost SINGLE-PAK-SPOONS will add to the sales punch and dealer satisfaction you are trying to put behind your product. WRITE TODAY FOR SAMPLES AND PRICES.

*John H. Mulholland Co.*  
MILFORD, DELAWARE

#### IN THE EAST . . .



#### MR. BIG AND FROZEN DRUMSTICK

U-Like Cone Corporation is proud to supply the rolled sugar cones for these leading quality novelties.

in  
MASSACHUSETTS, RHODE  
ISLAND, MAINE, NEW  
HAMPSHIRE, VERMONT

#### U-LIKE CONE CORPORATION

22 Corey Street

Melrose 76, Mass.

MElrose 4-7270

#### JOE LOWE TO SPONSOR "STARS"

"Popsicle Parade of Stars," a new series of ten weekly summer programs, sponsored by the Joe Lowe Corporation in behalf of "Popsicles" and starring comedian Milton Berle as the initial headliner, will be presented on the full CBS Television Network beginning Monday, May 15 (CBS-TV, 7:45-8:00 PM, EDT).

The stars and broadcast dates of the succeeding programs are: CBS stars Dick Haymes and Arthur Godfrey, May 22 and 29 respectively; Tony Martin, June 5; Fanny Brice, June 12; Borrah Minevitch and His Harmonica Rascals, June 19; Martha Raye, June 26; Paul Winchell and his dummy Jerry Mahoney, July 3; CBS' Margaret Whiting and Groucho Marx July 10 and July 17 respectively.

Groucho Marx and Fanny Brice will be making their first television appearances on the "Popsicle Parade of Stars."

John Wray will direct the program, with production under the supervision of the Blaine-Thompson Co., Inc., agency for the sponsor.

#### CREAM CONE TAKES OVER PEORIA CONE

The Cream Cone Machine Company, with plants in Columbus, Ohio, and Indianapolis, Indiana, has recently acquired the machinery and equipment of the Peoria Cone Company, Peoria, Illinois, and is now supplying cones to Illinois customers from the Indianapolis plant. The firm's Columbus plant supplies cones to Western New York, Western Pennsylvania, West Virginia, Western Virginia, Northern Tennessee, and Ohio. The Indianapolis plant supplies cones to Kentucky and Indiana, as well as Illinois.

## ISRAEL HEADS REFRIGERATION GROUP

R. H. Israel, Sales Manager, Refrigeration Department, Virginia Smelting Company, West Norfolk, Virginia, was elected President of the Refrigeration Equipment Manufacturers Association at its annual Board of Directors meeting held in Chicago, on March 31. He succeeds K. B. Thorndike, Vice President of the Detroit Lubricator Company, Chicago, Illinois, as head of REMA, the largest trade association in the mechanical refrigeration and air conditioning industry.

At the same meeting W. A. Siegfried, President, Superior Valve & Fittings Company, Pittsburgh, Pennsylvania, was elected Vice President; W. J. Stelpflug Vice President, Husmann Refrigeration, Inc., St. Louis, Missouri, was elected Treasurer; and John E. Dube, President, Also Valve Company, St. Louis, Missouri was elected Secretary.

These new officers, with Mr. Thorndike, become the Executive Committee of REMA for the fiscal year beginning May 1.

Newly elected directors of the Association are C. M. Cordley, President Cordley & Hayes, New York City; W. F. Switzer, Commercial Sales Manager, Frigidaire Division, General Motors Corporation, Dayton, Ohio; and L. C. McKesson, Vice President in Charge of Sales, Ansul Chemical Company, Marinette, Wisconsin; as well as John E. Dube, and W. A. Siegfried mentioned above.

## CANADA DROPS ICE CREAM TAX

The Government of Canada last month abolished the sales tax on ice cream and ice cream mix, thus removing a levy which Canadian ice cream manufacturers had fought for three years.

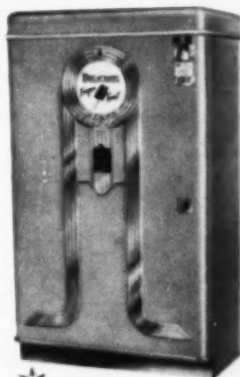
## ATLAS "Col Snac" ICE CREAM BAR-ON-A-STICK VENDOR

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With ALL The Practical  
Features That Mean  
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- Quick Loading!
- Right Temperature Always!
- Light Where It's Needed!

• **PLUS**—big compressor equipped with service valves for on-the-spot service—easily accessible mechanism—stainless steel contamination-proof liners and working parts—many other exclusive features.

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Purchasers of 10 or more ColSnac Vendors will get help from Atlas Field Representatives without charge in securing profitable locations.

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ICE CREAM FIELD, May 1950

## Insist on Clinton's (Dextrose)

*For Controlled Quality Ice Cream*

- Commercial use has proven CLINTOSE (dextrose) for superior in producing quality ice cream, sherbets and ices. CLINTOSE enhances flavor, eliminates "sandiness," and gives your product that velvety smooth, good eating quality.

**CLINTON**

CLINTON FOODS, INC., CLINTON, IOWA

## FSA BARS VEGETABLE FAT IN ICE CREAM

In a ruling promulgated on April 6, Oscar R. Ewing, Administrator of the Federal Security Agency, declared that a "frozen product made in semblance of ice cream, but containing vegetable fats in complete or partial substitution for milk fat" is "adulterated within the meaning of the Federal Food, Drug, and Cosmetic Act, and therefore subject to action under the law."

DIVERSEY CORPORATION, Chicago, suppliers of cleaning compounds, disinfectants and insecticides to the food industries and other industrial users, has just sent the following new D-Men into the field as sanitation specialists following completion of the recently-held technical and sales training class: Standing (l. to r.), R. L. Smith, Henry C. Byrne, Jr., L. B. Hollingsworth, Eino Kautro (Diversey Corporation of Canada, Ltd.), E. C. Schindler, J. J. Hardy, C. A. Baird, Jr., William N. Carlstedt. Seated (l. to r.), J. P. Raleigh, J. B. Hoover, David C. Guildford (Diversey Corporation of Canada, Ltd.), John D. Swail, R. C. Allman, C. E. Tucker, Jr., E. W. Kramer.





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QUALITY... FOR ICE CREAM • BUTTERMILK • COTTAGE CHEESE • CHOCOLATE MILK

**HORNER SALES CORP.**

PITTSBURGH 8, PA.

#### CHERRY-BURRELL HOLDS OPEN HOUSE

The New York Sales Branch of the Cherry-Burrell Corporation held an Open House April 26 and 27 at the Long Island City plant. Many people took the opportunity to inspect the company's new offices and warehouses and look over the line of dairy plant equipment.

Engineers of the firm were on hand to discuss remodeling of plants with visitors. Cherry-Burrell hostesses made everybody feel at home, and refreshments were available from a Dairy Bar installed for the occasion.

Ice cream machinery which was displayed included the new "Star" Model Vogt freezers, the "Commander" freezers, the round processor, and the "Commander" fruit and nut feeder.

#### GEORGE N. FRANCIS DIES

George N. Francis, New York State representative for Limpert Bros., died April 29 at his home in Syracuse, New York. With the Vineland, New Jersey firm for seventeen years, Mr. Francis, who was fifty-eight years old, is survived by his two children.

#### STERWIN EXPANDS REGIONAL FACILITIES

Sterwin Chemicals Inc., has expanded facilities in its four regional offices to include banking and accounting. P. Val Kolb, President, announced recently.

These offices, which also handle warehousing, shipping and billing, are located at 152 Peters St., S.W., Atlanta, Georgia; 445 Lake Shore Drive, Chicago; 2615 W. Mockingbird Lane, Dallas; and 149 9th Street, San Francisco, California.

#### NDP: STOCKHOLDERS WANT "HUMAN" REPORT

The average stockholder will read all sections of the annual report with high interest and understanding if it is presented in human terms, L. A. Van Bomel, President, National Dairy Products Corporation, said recently in announcing the results of a stockholder survey on the company's 1949 report.

The survey, conducted by the Psychological Corporation, and drawing responses from about 5,500 stockholders, revealed that the President's remarks on the state of the business, the simplified financial review in brief, and the condensed ten-year comparative financial statements were the most read. All three were favorably commented on by approximately seventy per cent of the respondents.

However, sections on research, consumers, employees and farmers, presented in readable and human interest terms with generous use of photographs, were also read by a high percentage of stockholders. The read-and-liked scores here were: Research Section, sixty-one per cent; Consumer Section, fifty-nine per cent; Employee Section, fifty-eight per cent, and Farmer Section, fifty-five per cent. Those answering "didn't interest me" ranged very low for each of the financial sections, around two or three per cent; whereas they were slightly higher in the other sections, ranging from four to seven per cent.

"We conceive of our annual report," said Mr. Van Bomel, "as an opportunity to tell the story of many people working together to provide products and services for millions of other people."

What will you pay for a 7000 gallon mix stop?



Carvel Dairies, Div. of Carvel Corp., will deliver the entire package, including operator. Contact us today.

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is no accident. It takes the right combination of materials and know-how. Add to that "mix" the right vanilla, custom built to please consumer tastes, and you can't miss!

Write us and get acquainted  
with **BECK'S** good Vanillas

**BECK** Vanilla Products Co.  
EAST ST. LOUIS, ILLINOIS

## Classified Advertising

### FOR SALE

**FOR SALE:** Ice cream cabinets, new, four and eight hole \$175.00, and \$240.00, including condensing units. Interstate Appliance Co., Inc., 600 Broadway, N. Y., N. Y.

**FOR SALE:** Grade "A" milk and ice cream business now operating profitably. Includes 43 ice cream cabinets. Priced at inventory. Building and duplex residence can be leased or purchased. \$5000 cash. Balance on easy terms. Clarksville Pure Milk Co., Clarksville, Tenn.

**FOR SALE:** Taylor 104OR frosty-malt, ice cream machine, used four months, perfect condition, ten quart head, forty gallon hardening space, twenty gallon mix-storage space, equipment worth \$2300 for \$900. Kern Sitterley, 905 N. 18th St., Kansas City, Kansas or call Finley 3333.

**FOR SALE:** 3 Dry Ice Vending Trucks, 1/2 ton pick-ups 3 1/2 horsepower with 2 Dole plates. Five bicycles. Five Cushman scooters. Strap Containers. Write or call: Patty's Ice Cream Co., 71 Hill Street, New Haven, Connecticut. 6-8158.

**FOR SALE:** 04 to 100 qt. Direct Expansion Batch Freezers; 100 to 300 gallon Pasteurizers with stainless steel linings; Jensen Stainless Steel Cabinet Cooler 3 wings, 50 tubes high; Two Jensen Stainless Steel Cabinet Coolers each containing 8 wings, 56 tubes high; Monnier Stainless Steel Cabinet Cooler with 6 wings 72 tubes high; 10 ft. Creamery Package Direct Expansion Cooler Section 14-2" Stainless steel tubes; Cherry-Burrell Junior and Senior Cabinet Coolers with tinned copper tubes; 125 to 1500 gallon Homogenizers or Viscolizers; 1000 gallon Cherry-Burrell Horizontal Coil Vats with stainless steel linings and tinned copper coils; 36 Mould Reinhardt Popsicle Tank; 3 ft. to 6 ft. Stainless Steel, also Copper Vacuum Pans. Write or wire your requirements. Lester Khoe Machinery Corp. 1 E. 42nd St., N. Y. 17, N. Y.

**FOR SALE:** 2 1/2 gallon used Metal ice cream cans, Eastern Squat Style, ready for use, bargain at 75c each, F.O.B. Cleveland, Ohio, Fairmont Foods Co., 2310 W 17th St., Cleveland, Ohio.

**FOR SALE:** Small ice cream manufacturing plant, also retail outlet, located in south Mississippi. Good territory with chance for enlargement. For further details write Box #299, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**FOR SALE:** 100 and 150 gallon S. S. Cherry-Burrell pasteurizers; 750 ft. of 1 1/4" Ammonia Coils; Quart and pint cases for round bottles. Write Shively's Dairy, 454 Norland Ave., Chambersburg, Pa.

### FOR SALE

**FOR SALE:** 8 Tray York Novelty tank, \$200.00. Northwest Ice Cream Company, Inc., Spencer, Iowa.

**FOR SALE:** 1945 Federal tractor with 2500 gallon Universal trailer body. Body refrigerated with compressors and plates. 1936 Ford ten wheeler transport. 1200 gallon self-contained body. Truck in fair shape, body in exceptionally good condition. Parts for approximately twenty Workman ice cream tricycles. (no boxes). Cheap. All above equipment in good condition. Will sell very reasonable. Details and price sent on request. Colonial Ice Cream Co., 112 Middletown Ave., New Haven, Connecticut.

**FOR SALE:** 80 gallon Continuous Freezer—Cherry-Burrell (being replaced by one of larger capacity). Write Box 312, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**FOR SALE:** One Emery Thompson 20 quart freezer with refrigeration unit attached, one 60 gallon hardening cabinet, and one 36 gallon dispensing cabinet all in good condition. Price \$780.00 FOB, Baltimore. Write Box 311, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

### HELP WANTED

**HELP WANTED:** Salesmen or Brokers Wanted: Territories open: Illinois, Western New York, Indiana, Wisconsin, Iowa, Greater Chicago, Greater Cincinnati and the Southwest. By long-established chocolate and cocoa manufacturers specializing in quality products for dairy, ice cream and soda fountain trade. Located in Chicago area. Full commission on repeat business and mail orders. State territory covered and lines represented. All replies confidential. Write Box No. 308, ICE CREAM FIELD, 19 W. 44th St., N.Y. 18, N. Y.

**HELP WANTED:** Sales Agents Wanted. We are a long established company now marketing a new, widely approved insulating bag. We are now making sales arrangements with agents and brokers in all sections of country. Volume of sales to ice cream manufacturers, chain stores, supermarkets and other large users growing steadily because of many advantages of these bags. All interested in a sales arrangement are invited to submit qualification particulars to Box No. 307 Ice Cream Field, 19 W. 44th St., N.Y. 18, N.Y.

### Rates

**RATE:** machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

**REPLIES** to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

### HELP WANTED

**WANTED:** Salesmen to represent us with our well-known line of flavoring extracts and complete line of ice cream novelty supplies. Liberal drawing account against large commissions. Southern and Western territories open, also New England. Box 303, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box No. 151, ICE CREAM FIELD, 19 W. 44th St., N. Y. C.

**HELP WANTED:** Salesmen with following in ice cream and food industries by manufacture of flavors, extracts and essential oils. Southern and South Western territories available. Reply in detail giving references and experience. Box 309, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

**HELP WANTED:** Live wire manufacturer's representative for a new red hot line of "counter type" frozen stick confection machines. This is the newest item in the Ice Cream Industry, and represents an unusual opportunity. Write Box No. 310, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

### WANTED TO BUY

**WANTED:** Anderson Model #102 Junior Hand Filler and attachment for ice cream cups and packages; in good condition. Write: Mahanna Bros., 1706 Whitesboro St., Utica, N. Y.



again in '50  
the SWING is to **SAVAGE**  
ICE CREAM  
CABINETS

To see  
why,  
turn to  
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**OUTSTANDING QUALITY... THAT'S THE PLUS GUMPERT GIVES THE ICE CREAM MAKER**

When the ice cream products you sell are outstanding, you make new customers and higher profits — for people always recognize quality.

That extra, outstanding quality is assured for you when you use Gumpert products for ice cream. It's four-way quality that's been proved: The finest, top-of-the-crop *ingredients*. Simple, accurate *cost control* that insures you good profit margins. The best, most economical *methods*. Superior, dependably uniform *results*.

Combine outstanding quality with higher profits this year. Use Gumpert ice cream specialties that look better, taste better, and sell faster.

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**270 Products to Aid the Ice Cream Manufacturer**

Concentrated Chocolate Flavor  
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Flavor  
Basic Fruits  
Fruit and Nut Combinations  
Variegated Flavors

Vanillas — (Pure, Blended  
and French)  
Water Ice and Sherbet  
Bases  
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Complete Line of Soda Fountain Products